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BROADCASTING

combined with

Broadcast Advertising

Published Semi-Monthly • Vol. 4 No. 12

Canada and Foreign
$4.00 the Year

WASHINGTON, D. C.
JUNE 15, 1933

$3.00 the Year
15c the Copy

THE JOHN CRE
JUN 16 1933
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THE COLUMBIA BROADCASTING SYSTEM

THE KMOX PARADE . . .

PROGRAMS FOR **YOUR** PRODUCT
THAT ARE **NOW** INCREASING SALES

THE MAGIC KITCHEN

A participation program broadcast six days per week—each day sponsored by a different advertiser. Started three months ago with four sponsors. All four advertisers have renewed and two more have joined the fold.

KMOX COUNTY FAIR

Three hours each Saturday evening of entertainment supreme. Seventy-five acts on this program enter into Saturday evening spirit with variety and hilarious entertainment.

TOWN AND COUNTRY TIME

Two hours of noon day entertainment, designed for housewives both in the city and on farms—to relieve the monotony of housekeeping. Twelve of our present clients are increasing their sales, with programs during Town and Country Time.

THE WOMEN'S HOUR

Timely hints on housekeeping—style trends—movie gossip. A period from ten to ten-fifteen each week-day morning, bringing in splendid results for announcement advertisers.

THE FARM FOLKS HOUR

Promptly at 5:30 A.M. the rooster crows, signalling the beginning of the day's activities for KMOX, and from then until seven o'clock Charley Stookey and his crew entertain and inform our farm and rural listeners. Fifteen advertisers this past winter found the Farm Folks Hour most productive for sales of their products to this group of listeners.

BASEBALL AND SPORTS

Being the Southwestern tip of big league baseball activities, sports fans throughout the Mississippi Valley look to KMOX and France Laux, chief sports announcer, for accurate, play by play reports of all important sporting events.

On it goes—the KMOX Parade. Each unit doing a real job and the whole serving one of the finest markets in the country. **KMOX WILL SELL YOUR PRODUCT . . .**

KMOX
50,000 WATTS

THE VOICE OF ST. LOUIS, INC.
1090 Kilocycles • 275.1 Meters
MART BUILDING • ST. LOUIS, MO.
and
RADIO SALES, INC., 485 Madison Avenue, New York
410 N. Michigan Avenue, Chicago

WESTERN KEY STATION OF THE COLUMBIA BROADCASTING SYSTEM

PRINTED IN U.S.A.

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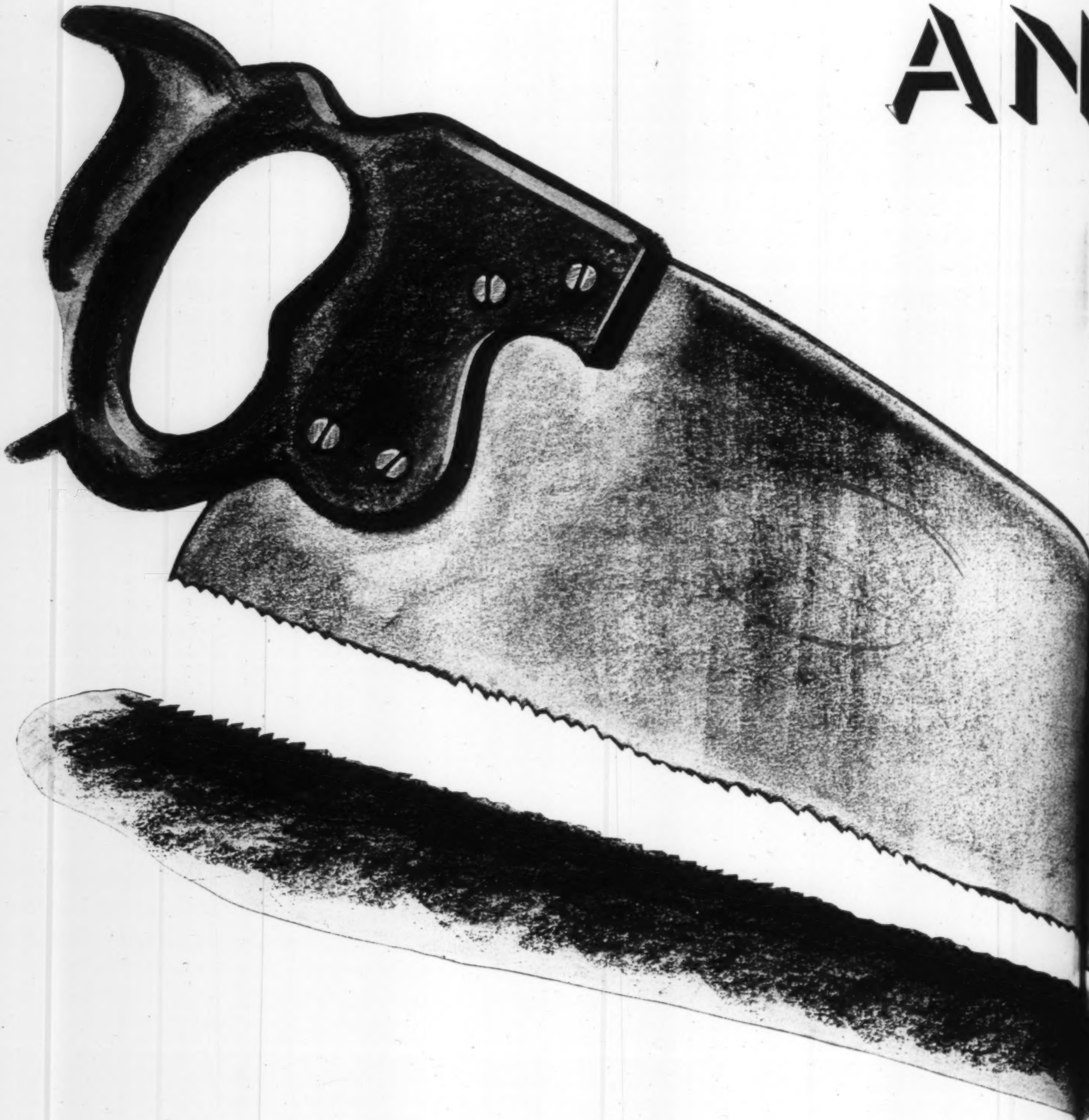


N B C LOCAL SERVICE BUREAU

LLOYD C. THAMAS, Manager

NEW YORK • CHICAGO • SAN FRANCISCO
WEAF & WJZ WMAQ & WENR KPO, KGO & KYA

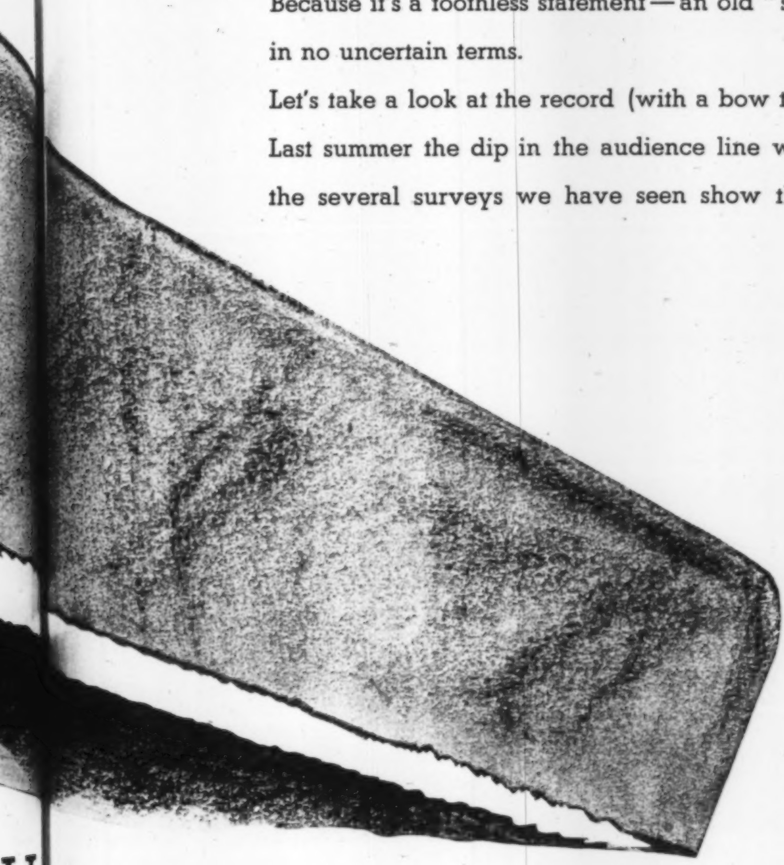
BOSTON • WBZ SPRINGFIELD, MASS. • WBZA SCHENECTADY • WGY WASHINGTON, D. C. • WRC & WMAL
PITTSBURGH • KDKA CLEVELAND • WTAM DENVER • KOA PORTLAND, ORE. • KEX SPOKANE • KGA

OLD SAW HAS LOST ITS TEETH

It's really a fallacy for so many people to say "summer months are unfavorable for radio advertising." Because it's a toothless statement—an old "saw"—which facts and figures (and common sense) belie in no uncertain terms.

Let's take a look at the record (with a bow to Al Smith for the use of his words).

Last summer the dip in the audience line was so slight as to be practically no dip at all. Two* of the several surveys we have seen show that there is less than a 10% loss in audience during the summer months. In other words, radio advertisers had over 90% of the winter audience all summer long. And remember, this percentage is for weekends when the old "saw" was supposed to be truer than on other days.



There go the "teeth" of that argument . . . Summer audiences are practically as large as winter audiences. And smart advertisers, realizing that competition on the air is less keen due to a still wide belief in the old "saw," will cash in by consistent, intelligent exploitation during the warm weather.

There are seventeen stations, represented by the NBC Local Service Bureau, serving eleven major markets, which offer particularly good opportunities for advertisers to get results—winter or summer, day or night, seven days a week. Full information about one or all of them is available at the office nearest you.

*The two surveys are "An Analysis of the Summer Radio Audience in the Philadelphia Buying Area" and "Cooperative Analysis of Broadcasting" as indicated in an article by H. C. Haupt of Crossley, Inc. in the June 1st issue of "Broadcasting."

DEPRESSION NOTES . . .

A Station Is Known By The Accounts It Keeps!

In the six months period between Sept. 1, 1932, and March 1, 1933, 80% of W-G-N's clients have either renewed or extended their contracts for broadcasts over The Chicago Tribune Station. This is the highest published renewal figure that has been called to our attention. Seasonal advertisers, of course, did not renew during this period.

A Station Is Known By The Programs It Nurtures To Chain Proportions!

Since the first of the year thirty broadcasts each week have been produced by W-G-N for both the CBS and NBC networks. W-G-N is not sold by either chain as an originating station—we produce only *resident* programs when demanded by the advertiser. Local success has prompted our clients to increase appropriations to expand to network broadcasts!

A Station Is Known By The Company It Keeps!

Despite the tendency of some advertising media to wink at standards and policies during times of business stress, W-G-N has faithfully kept the banner high. *You need never be ashamed of your neighbors on W-G-N!* Thousands of dollars in revenue have been refused by W-G-N—from accounts and products that are not W-G-N caliber. Also, W-G-N has never accepted a penny for political talks—even in a presidential and a depression year. It hurts the pocketbook—but it pays in the end, in our standing with the audience and with the *chain* and local advertisers who insist on W-G-N.

AN INDEPENDENTLY OWNED STATION AFFILIATED WITH C-B-S

WGN

THE CHICAGO TRIBUNE STATION ON THE DRAKE HOTEL
416.4 METERS—720 KILOCYCLES

WGN

NATIONAL PRESTIGE . . . . SUPERIOR PROGRAMS . . . . 25,000 WATTS POWER . . . . CLEAR CHANNEL . . . . INTENSIVE ZONE 7 COVERAGE

Published semi-monthly by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under Act of March 3, 1879.

BROADCASTING
and
Broadcast Advertising

VOL. 4 NO. 12 WASHINGTON, D. C. JUNE 15, 1933 $3.00 PER YEAR—15c A COPY

Post Office Upholds Ruling on Fan Mail

By SOL TAISHOFF

New Solicitor Says Predecessor's Finding as Published In BROADCASTING Applies to the Entire Industry

THE CONFUSION which resulted from the failure of local postal officials throughout the country to give broadcasters the benefit of Post Office Department's ruling on a WGN inquiry last April should be ended with this clear declaration by the new solicitor that fan mail can be forwarded to program sponsor via any essential intermediary without additional first class postage so long as it is not opened in route. In sustaining his predecessor's interpretation, Solicitor Crowley referred to BROADCASTING'S April 1 report of the previous ruling as being accurate and comprehensive.

CONFUSION arising from an interpretation of the postal regulations governing the handling of fan mail has been clarified by the Post Office Department in a ruling affirming a previous order making payment of additional first class postage unnecessary, and placing it in full effect. The action will save the radio industry money which otherwise would have to be disbursed in the forwarding of audience mail from station to program sponsor via essential intermediaries.

The original ruling of the department, rendered March 14 by the then Solicitor, Horace J. Donnelly, was based on a series of questions submitted by WGN, Chicago, through its Washington counsel, Louis G. Caldwell and Arthur W. Scharfeld. Published for the first time in the April 1 issue of BROADCASTING, the ruling elicited much favorable comment among advertisers, agencies and stations.

Not Circularized

IT DEVELOPED, however, that the ruling was not circularized throughout the service and that post office officials in cities other than Chicago were not familiar with it. They disallowed requests for authority to forward fan mail in conformity with the ruling on the ground that it had never been promulgated. As a result, inquiries were addressed to BROADCASTING and to the National Association of Broadcasters regarding the status of the ruling.

The matter promptly was taken up with the Post Office Department by Philip G. Loucks, managing director of the NAB, and the editor of BROADCASTING. Karl A. Crowley, who recently became Solicitor of the department, upon being consulted affirmed the ruling of his predecessor, Mr. Donnelly, and made clear that the interpretation is applicable to all stations.

Refers to Published Report

IN A LETTER to Mr. Loucks, dated June 8, Solicitor Crowley stated:

> **"At the request of Mr. Harllee Branch, Executive Assistant to the Postmaster General, I have re-examined and considered the ruling of Mr. Donnelly, my predecessor as Solicitor for the Post Office Department, dated March 14, 1933, relating to the forwarding of 'fan' mail by radio stations to the sponsors of radio programs directly or through essential intermediaries.**
>
> **"The ruling has been approved and is now in effect. The ruling referred to is published in full text in the April 1, 1933, issue of BROADCASTING Magazine."**

In discussing the matter with Mr. Loucks and the editor of BROADCASTING, Solicitor Crowley declared that the article which appeared in the April 1 issue of that publication covered the whole matter comprehensively and accurately. Postmasters, he declared, will be guided by the ruling as published in that issue.

NAB Circularizes Article

UPON RECEIPT of the letter from Solicitor Crowley, Mr. Loucks, in behalf of the industry, sent to all broadcast stations a reprint of the article which appeared in the April 1 issue of BROADCASTING, together with a covering letter and a copy of the Crowley ruling. Stations were asked to contact their local postmasters immediately, and apprise them of the Washington ruling so that they may govern their dealings with all branches of the industry accordingly.

Solicitor Crowley declared that no further elaboration of the original Donnelly ruling is necessary beyond the article and text of the ruling itself as published last April.

As stated in that article, the ruling means that thousands of dollars annually will be saved to the industry. The opinion eliminates all important restrictions heretofore invoked on the movement of audience mails. In the past, the Post Office Department has required that fan mail forwarded from station to network to program sponsor or agency carry additional first class postage at the regular rates.

Third Fan Mail Ruling

SINCE the advent of commercial broadcasting, hundreds of thousands of dollars have been spent by the industry in forwarding of fan mail because of the department's interpretation of the laws giving it an exclusive monopoly in the carrying of mails. The forwarding of radio mail was prohibited without the payment of three cents per fan letter (under the current scale) regardless whether the letters were shipped in bulk by express or some similar method.

The ruling is the third to be handed down by the department on fan mail. It followed a revision of the regulations promulgated on Feb. 15 in which network-affiliated stations were allowed to forward such mail, unopened, in bulk, via fourth class parcel post without the payment of additional first class postage. In that ruling, however, the department held that in forwarding the identical mail from network headquarters to sponsors, advertisers or agencies, additional first class postage was necessary.

WGN Raises Question

THE FIRST RULING was made last December upon inquiry by CBS. The department at that time held that fan mail might be forwarded from affiliated-station to network headquarters by express or similar method without payment of additional first class postage, but not by parcel post. Thus, the Feb. 15 ruling broadened the scope of the December decision to cover parcel post, but did not touch upon the most important point—the movement of mail from station to sponsor without payment of additional first class charges.

It was following the Feb. 15 ruling that counsel for WGN queried the department on this broad question. They pointed out that both of the previous rulings were made with particular reference to chain stations and it was desirable to ascertain how far these regulations would apply to independent or non-chain stations.

Must Not be Opened

THE WGN letter was referred to the then Solicitor Donnelly, who held, first, that the fan mail rulings apply with equal force to network and non-chain stations and that no distinction is made by the department between classes of stations. Throughout the ruling Mr. Donnelly emphasized that fan mail must be forwarded unopened to the sponsor, to be eligible for handling without additional first class postage.

"If the fan mail is to be opened by some person before it reaches the advertiser," the ruling states, "it may not be sent outside the mails to such person without payment of postage. If, on the other hand, it is handled one time or several times before it reaches its ultimate destination, viz., the office of the sponsor of the program, but

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is not opened by anyone before it reaches such sponsor, it may be sent otherwise than by 'letter' without violation of the private express statutes."

Text of WGN Letter

THE TEXT of the WGN letter and the Donnelly ruling, now in full force by virtue of its affirmation by the new solicitor, are reprinted below in full text:

This letter is written for the purpose of obtaining a ruling of the Post Office Department with respect to the handling of "audience" or "fan" mail received by radio broadcasting stations.

It is my understanding that two rulings relative to the handling of such mail have already been made by the department. The first, which was embodied in a communication to the Columbia Broadcasting System, Inc., dated Dec. 2, 1932, declared that letters received by a broadcasting station for program sponsors which are not opened by the station but are merely assembled and counted for notation on the stations records, may be forwarded, by express or other similar method outside of the mails without the payment of postage, from the broadcasting station to the headquarters of the network, provided they are not opened upon receipt at the headquarters. The second ruling in a letter to postmasters, dated Feb. 15, 1933, provides that the class of mail hereinabove referred to may be mailed in bulk by the receiving station to the headquarters of the broadcasting network with postage prepaid at the fourth class or parcel post rates computed on the bulk weight of the parcels. Apparently both of the foregoing rulings were made with particular reference to chain stations and I am, therefore, anxious to determine how far they will apply to the independent or non-chain station.

We represent radio station WGN, Chicago, Ill., which is owned and operated by the same management as the Chicago Tribune. Sponsored programs are broadcast over WGN for many advertisers located in various parts of the country. Mail resulting from these broadcasts is usually sent directly to the station and then must be forwarded to the sponsor. If such mail had to be forwarded at first class rates, the postage required in many instances would exceed the revenue derived by the station from the broadcast. It is, therefore, essential that the station be permitted to adopt a course of forwarding this mail by other less costly methods consistent with the postal laws and regulations.

Proposed Procedure

WE, THEREFORE, submit the following proposed methods of procedure for the department's consideration:

1. Suppose WGN delivered mail to the Chicago office of the advertising agency handling the advertiser's account, could the agency after opening and tabulating the letters forward them to the advertiser by express? Would it make any difference in this situation if the letters were unopened prior to being forwarded to the advertiser?

2. In some cases the advertising agency handling the advertiser's account has an employee, stationed in the main office of the advertiser. Suppose WGN delivered the mail unopened to the advertising agency in Chicago and the advertising agency expressed such mail to its employee in the advertiser's main office, who upon receipt thereof would turn it over to the advertiser unopened. This is a bona fide arrangement between advertiser and agency now prevailing on numerous accounts. It would seem that under these conditions a package of mail sent by express does not have the character of "letters" within the purview of the private express statutes.

3. Suppose that the advertiser had a branch office of its own in Chicago, could such a branch office forward mail delivered to it by WGN to the advertiser's main office by express?

4. Suppose WGN used the branch office of the Chicago Tribune as forwarding headquarters could the mail be sent by express to such offices and then turned over to the advertiser or advertising agency? This situation appears to be analogous to that involved in the department's prior rulings on the subject.

A ruling of the department approving any or all of the foregoing proposals is respectfully requested so that Station WGN may be advised to act in accordance therewith.

Post Office Ruling

THE DEPARTMENT'S reply, sent March 14, and bearing the signature of W. E. Triem, superintendent of the Division of Railway Adjustments, follows in full text:

Reference is made to your letter of March 8, asking for an opinion with respect to the transmittal outside of the mails without payment of postage of audience mail received by the broadcasting station of the Chicago Tribune.

The question was submitted to the Solicitor for this department with request for a ruling, and following is a copy of his reply:

"With regard to Mr. Scharfeld's first query, viz., whether the fact that the previous rulings of the department relating to fan mail were rendered in response to requests of chain stations would have any bearing upon the matter or whether such rulings would apply with equal force in the case of independent or non-chain stations, the answer is that no distinction is made between the two classes of stations. The issue in all such cases is the same: whether the matter proposed to be forwarded outside the mails falls within the category of 'letters' within the meaning of the private express statutes.

"Responding to Mr. Scharfeld's specific inquiries, the first question is whether WGN might deliver mail to the Chicago office of the advertising agency handling advertisers' accounts which would open and tabulate the letters and forward them to the advertiser by express. This plan would be objectionable. The second part of the first inquiry is whether it would alter the situation if the letters were unopened prior to being forwarded to the advertiser. The answer is yes. If the letters are not to be opened prior to the time they reach the advertiser, they may be sent by express or by four class or parcel post rates.

"The second, third and fourth inquiries all involve similar methods of procedure. It does not matter whether the fan mail is handled by an advertising agency, a branch office of the advertiser, or a branch office of the broadcasting station or the newspaper which owns same. If the fan mail is to be opened by some person before it reaches the advertiser, it may not be sent outside the mails to such person without payment of postage. If, on the other hand, it is handled one time or several times before it reaches its ultimate destination, viz., the office of the sponsor of the program, but is not opened by anyone before it reaches such sponsor, it may be sent otherwise than by 'letter' without violation of the private express statutes."

William Hedges Named KDKA New Manager

Mr. Hedges

WILLIAM S. HEDGES, Chicago manager of the NBC Local Service Bureau and director of WMAQ, has been appointed general manager of KDKA, Pittsburgh, effective June 15. He succeeds Oliver Morton. Roy Hazenbach, of the WMAQ sales staff, and John Gihon, WMAQ continuity chief, may also go to Pittsburgh.

Mr. Hedges, who from 1928 to 1930 was president of the National Association of Broadcasters and is now president of the Chicago Association of Broadcasters, is one of the pioneers of commercial radio. He was radio editor of the Chicago Daily News when that newspaper also assigned him to manage WMAQ. When half interest in the station was acquired by NBC in March, 1932, he remained with the new management.

Mr. Hedges will be succeeded at WMAQ by Bill Hay, commercial man who is also announcer for Amos 'n' Andy.

Await Wynn Network

UNABLE to get under way on its latest scheduled inaugural date, which was June 5, the Amalgamated Broadcasting System, Ed Wynn's new network venture which proposes to link a group of stations in the east and then spread westward, is hastening the completion of its studio equipment installations at 501 Madison Ave., New York. Great interest in the project continues to prevail in broadcasting circles, but no new definite date for the opening has yet been announced.

Photo by Harris & Ewing

THE FEDERAL RADIO COMMISSION—This is the first photograph of the Commission since its reorganization with a Democratic majority. Seated, left to right, are Commissioners Thad H. Brown, vice chairman; W. D. L. Starbuck; Eugene O. Sykes, chairman; Harold A. Lafount, and James H. Hanley. Standing, left to right, are Herbert L. Pettey, secretary; George S. Porter, acting general counsel, and Dr. C. B. Jolliffe, chief engineer.

AFA Will Attract Many Broadcasters

Postmaster Farley is Speaker; NAB Group Meets June 27

MANY broadcasters, including members of the NAB commercial section, are expected to attend the 29th annual convention of the Advertising Federation of America at Grand Rapids, Mich., June 25 to 29, it is indicated in advance reports. The NAB commercial section, headed by H. K. Carpenter, will hold its meeting, in conjunction with AFA on June 27, and a tentative program, covering a wide range of subjects of interest to advertisers, agencies and stations has been arranged.

Farley to Speak

POSTMASTER General Farley will address the AFA meeting June 26. Among other men in public life to address the assembly of advertising executives are Senators Capper of Kansas and Vandenberg of Michigan.

Other convention speakers will include Stuart Peabody, New York, president of the Association of National Advertisers; Dr. Miller McClintock, Harvard University; T. K. Quinn, vice president of the General Electric Co.; Ralph Leavenworth, advertising manager, Westinghouse Electric and Manufacturing Co.; Dr. A. P. Haake, managing director, National Association of Furniture Manufacturers; W. A. Gilman, president of N. W. Ayer and Son; Wendell L. Willkie, president, Commonwealth and Southern Corp.; Paul Ryan, manager of sales promotion, Shell-American Petroleum Corp.; H. G. Weaver, General Motors Corp., and E. T. Gundlach, president, Gundlach Advertising Co.

NAB Session Program

THE TENTATIVE agenda for the NAB meeting follows:

Problems of Station Promotion—Discussion led by John Patt, WGAR.

Sales Management—Discussion led by Louis Weiss, WJR.

Merchandising—Discussion led by Harry Howlett, WHK.

Commercial Scripts—Discussion led by John Henry, KOIL.

Cooperation with Local Civic Groups—Discussion led by Ed. Bill, WMBD.

Participating Ideas—Discussion led by Ed. Craney, KGIR.

Station Surveys—Discussion led by Martin Campbell, WFAA.

Standardization of Units of Sale and Rates—Discussion led by Arthur B. Church, KMBC.

Standardization of Commercial Forms—Discussion led by Roy Harlow, WNAC.

Sales Problems Common to Both Small and Large Station—Discussion led by Leslie Fox, WSM.

Station Displays—Discussion led by Don Davis, WHB.

How the NAB Can Cooperate with Commercial Managers and Program Directors—Discussion led by Herman S. Hettinger, University of Pennsylvania.

Maintenance of Published Rates—Discussion led by Philip G. Loucks, NAB managing director.

A NEW local station for Florence, Ala., to broadcast daytime with 100 watts on 1420 kc., was granted to Kathryn Jones, of that city, by the Radio Commission June 2.

How Industrial Control Bill Affects Radio

NAB Likely To Be Governing Force Under U. S. Control; Rate-Cutting Ban, Uniform Accounting Seen Likely

THE BUSINESS of broadcasting, along with all other industries, may be vitally affected by the administration's new industrial recovery and control bill, which was in its final legislative stages as BROADCASTING went to press.

Regarded as the most important legislation now facing general business, the scope of the measure is not yet definitely defined, but many trade associations, including the NAB, are taking steps for compliance with it on the apparent theory that it will benefit them in the long run. The bill is designed to revive business, eliminate cutthroat competition, aid employment and introduce stronger self-regulation of industry. Combined with the measure is the administration's $3,300,000,000 public works project.

As applied to the broadcasting industry, it appears that the NAB will become the governing force. The intent of the measure is that of self-regulation of each industry, with the government to step in only in the event of failure of an industry to cope with its own problems. The act would be administered by the President through his administrator, Gen. Hugh S. Johnson, with the collaboration of the Federal Trade Commission. It will be effective for two years from date of enactment.

Philip G. Loucks, NAB managing director, on June 8, attended a conference of trade association executives with officials of the government to whom the task of administering the law will be delegated. The conference was held behind closed doors and constituted a round-table discussion of the problems of administration.

Rate-Cutting Penalized

IT APPEARS that the procedure to be followed by the broadcasting industry, once the law takes effect, will involve, first, the holding of a meeting of leaders of radio under the auspices of the NAB. The meeting must agree on a "code of fair competition" which could be patterned partially after the NAB code of ethics and its standards of commercial practices. These would be voluntary actions and would be filed with the Trade Commission.

Following this voluntary meeting, there would be a further meeting with the Trade Commission, or one of its members, respecting eradication of unfair competition within the industry and control in a manner that would serve public interest. The crux of the matter, so far as its probable application to broadcasting is concerned, undoubtedly would be the maintenance of rates by stations, based on costs of operation, with rate-cutting or rate discriminations rendered illegal and punishable under the penal provisions of the new law.

Since elimination of price-cutting is a fundamental objective, stations would have to agree to maintain standard rate structures. "Per inquiry" or commission advertising accounts might thereby be barred. Service could not be sold to one party at a given price and to another at a different price.

Uniform Cost Accounting

TO BUILD up such a rate structure the industry would have to develop a uniform method of cost accounting. Presumably there would be no reference to prices charged for time, although that would be the ultimate basis for the assessment of costs. The industry likewise would have to agree on minimum wages for operators, announcers, stenographers, continuity writers, salesmen, etc., and also as to maximum hours of operation.

The trade association itself would be responsible to the President, through the Trade Commission and General Johnson. Failure of the industry to govern itself would mean the enforced regulation of that industry by the administrative agencies under orders bearing the President's approval and having the full force of law.

Arbitration of Complaints

IF A STATION violates the codes adopted by an industry and complaint is made with the NAB, as the governing trade association, it shall have the power to arbitrate, perhaps through a committee. Should the recalcitrant broadcaster then fail to mend his ways, recourse would be taken through complaint to the government agency. Opinion within the industry is somewhat divided as to whether the measure will be beneficial, but its proponents believe that it will make for cleaner competition.

In a recent address over CBS, Senator Wagner, (D.), N. Y., author of the Senate measure, defined salient provisions of the measure. "We propose to give each trade and industry the right to govern itself", he said. "We intend that all those who are engaged in any one branch of business shall cooperate among themselves and with their employes, with a view of improving the conditions of their business and increasing their power to give employment by eliminating those unfair methods of competition which have proved to be the cause of bankrupting business, destroying wage standards and spreading unemployment."

An interpretation of the bill, as it affects trade associations, by F. H. Figby, partner in the firm of Ernst & Ernst, and published in its bulletin, gives a comprehensive picture of the measure.

Up to Trade Groups

"THE TRADE association, if it is good enough in the future", the article states, "can steer us into the middle course, which is this: Private ownership, private management, private initiative, plus control, or supervision, or direction for the public interest. This middle course is the aim of the proposed new law. The bill is so framed as to leave initiative to trade groups if they will take it. Otherwise the government will dictate. * * *

"Each trade and industry needs a general code, which will represent a statement of the practices which the industry considers good in its own interest and in the public interest (the two being ultimately the same). In the past these codes have related largely to selling practices, such as labeling, advertising, discrimination, allowances, rebates, special discounts, freight allowances, terms, returned goods, etc. In the future the codes must cover more ground, such as wages, hours, working conditions, costs, price factors, etc.

* * *

Must be Profit Motive

"THE WHOLE problem of successful business operation rests on the problem of selling prices. These must be high enough to cover costs and to represent a very reasonable profit. The profit may vary, according to efficiency of different producers. A good job for the trade association is to establish rules which make reasonably certain that selling price shall not be below cost of production. * * *

"Government compulsion is an influence to be avoided. It can be avoided only by those business groups which run ahead of the government in their recognition of what constitutes public interest conduct on their part.

"Dull business groups will show the same inertia as in the past. Wise business groups will rush to conform with the new principles, using the best talent that is within them and employing outside objective assistance or guidance if they need it."

STATIONS ESCAPE RESPONSIBILITY

Bill Governing Food, Drug and Cosmetic Advertising Places Burden of Blame on Advertiser

BROADCASTING stations, along with all other advertising media, will be absolved of all responsibility for violation of the food, drug and cosmetics statute with regard to misleading or fraudulent advertising, if they furnish the name and post office address of the party which contracted for the advertising, under the Administration bill proposing revision of the present laws.

Drafted by the Department of Agriculture after conferences with all groups affected, the bill was submitted to the respective chairmen of the House and Senate committees charged with such legislation by Secretary of Agriculture Wallace June 1. The measure has been approved by the Attorney General and, as BROADCASTING went to press, was expected to be formally introduced in both Houses prior to adjournment of the special session. It is understood that no changes will be made in the measure, but that it will be subjected to careful scrutiny at the next session of Congress with full hearings held probably in both branches.

Medium is Absolved

ON THE QUESTION of advertising, the bill makes all parties involved responsible initially. It immediately absolves the advertising medium, however, provided that they furnish the name and post office address of the responsible party placing the advertising. In other words, broadcasters, publishers and others accepting advertising must, in the first instance, procure this information to protect themselves.

Like the industrial recovery bill sponsored by the Roosevelt administration, the food and drugs measure seeks self-regulation within each industry. The Food and Drugs Administration itself would enter the picture only if the regulations it prescribes are not adhered to. Then it can invoke the penalties prescribed in the law, which are imprisonment for not more than one year, or fines of not less than $100 nor more than $1,000, or both, for the first offense, and for a second or subsequent offense, imprisonment for not more than one year, or a fine of not less than $1,000 or more than $5,000, or both.

Won't Curtail Advertising

INTERESTED parties consulting about the projected legislation, for the most part feel that it will not have the effect of curtailing advertising budgets or advertisers. Few if any reputable firms now produce products that would be thrown off the market under the more stringent regulations prescribed by the department, it was said.

Furthermore, there appears to be ample basis for the assumption that stations and publications will actually be subjected to less rigid competition for advertising accounts. For example, it was pointed out, a big station which watches its accounts closely may turn down a fat-reducing proposition, even though the cash is "on the line", because it conflicts with its adver-

(Continued on page 27)

New High In Time-Chiseling Stirs Station Head to Sarcasm

WCLO Manager Counters Texaco Disk Offer With Request for Free Gas-for His Staff

Mr. Bliss

ALWAYS a target for every sort of "time-grabbing scheme", broadcasting stations, especially small local stations without network affiliations, are now being approached with a new kind of no-pay no-charge offer designed to benefit only one party—the promoter.

Sidney H. Bliss, vice president and general manager of WCLO, Janesville, Wis., one of those to whom the offer is made, forwards the data to BROADCASTING. In brief, the proposal is a free offer to smaller stations of recordings of the Ed Wynn programs for Texaco, commercial blurbs and all, if the stations will carry them on a no-pay basis.

Unauthorized by Texaco

THE OFFER is made by C. O. Langlois on a letterhead of the "General Broadcasting Co. and Brunswick Recording Studios, 799 Seventh Ave., New York." From sources close to the Texas Co., it was learned that "they have not authorized and will not authorize recording proposition." But let the exchange of letters between Messrs. Bliss and Langlois tell the whole story. Mr. Bliss' reply is eloquent in the extreme.

Writes Mr. Langlois to Mr. Bliss under date of May 23, enclosing with his letter a "contract form" expressing preference for "Tuesday night to correspond with network release":

> For some time we have been participating in a movement to bring you what is generally believed to be the nation's most popular radio network program.
>
> The negotiations have proceeded to the point where your agreement is necessary and we urge that upon the receipt of this letter you wire in an acceptance and forward by mail the enclosure which serves as a confirmation of the acceptance.
>
> As you know, it is virtually impractical for the networks to include a great many of the smaller regional radio stations in a wire hookup. The expense forbids.
>
> We have been negotiating with The Texas Company, sponsors of the "Ed Wynn Fire Chief" program, to have them record their weekly half-hour and relay it to a number of smaller stations. More than a score of radio stations in non-network cities that we have approached have offered to supply the weekly half-hour time in order to have the prestige of the program, if it were to come to them without any costs whatsoever.
>
> The sponsors of the Ed Wynn radio program, however, are hesitant. It is necessary for them to pay their talent a second time for the recorded broadcasts, and unless a considerable number of stations is obtained, it would be economically prohibitive for them to undergo this heavy expense for only a small list of stations.
>
> If, however, a sufficient number of stations will schedule the program so that the average cost per station of the program expense can be brought down to a reasonable figure, they would be inclined to give the proposition immediate consideration. There is the possibility then that the program would be recorded immediately and schedules started quickly to run throughout the summer.
>
> We have another meeting scheduled late this week. Your response is needed at once. For that reason we urge that you wire us collect, so we may have your early answer. The regular acceptance confirmation can be mailed.
>
> Your wire should read: "Will accept Wynn show if your arrangements are completed."
>
> It has been our ambition for sometime to bring a few of the leading network programs to the smaller station, so that its popularity, prestige, and interest can be increased greatly.
>
> There is no doubt that the favoritism which surrounds many of the network stations is due to the popularity and audience attraction of some of their leading programs.
>
> The sponsors of the Ed Wynn program are the first that we have been able to interest seriously in this plan, and we hope that your telegram will be dispatched at once so that the plan can be placed before the Texas Company for final decision.

A Pointed Reply

MR. BLISS' reply is commended as a model to be employed by independent stations to reply to those who constantly barrage them with chiseling offers:

> Your Ed Wynn proposition sounds very interesting—for the Texas Company. I don't doubt for one moment that they would unhesitatingly and very willingly pay for the recording of the Ed Wynn program if that were the only expense involved in having the transcriptions reproduced through a group of spot stations.
>
> I am wondering who has misled you and the Texas Company into the belief that the independent stations throughout the United States represent a philanthropic society. Just how do you figure the independent stations are going to exist by accepting such proposals as you have made? There isn't a network program on the air today that warrants any reputable independent station carrying it gratis.
>
> Network coverage is spotted and if the Texas Company can afford to pay the price it is paying for spotted coverage, they can certainly afford to pay for concentrated coverage in the areas they wish to reach and they can't get this coverage except through the local and regional stations and the local newspapers.
>
> If and when national advertisers such as the Texas Company give proper study to individual markets and thorough coverage of these markets by reputable publicity mediums, they would see sufficient reason to use these mediums on a pay as they go basis.
>
> Radio Station WCLO holds the audience in the territory it serves in spite of heavy competition. It is second in popularity among the first ten most popular stations listened to in this area, the first being a key Chicago station, and the other operating on power ten to fifty times greater than ours.
>
> One of these stations now carries the Ed Wynn program and gets paid for it. Would you, in our position, jump at the opportunity to carry this program gratis, knowing full well that your station facilities would increase the advertiser's sales volume to a considerable extent, when you knew that a competitive station within ninety miles was being paid well for this same service?
>
> Let's reverse your request. By the same token, I would feel perfectly within my rights to propose that your organization record, gratis, some of our best talent and furnish me with an unlimited number of pressings, simply because we feel it would be good publicity for Brunswick to have our talent on Brunswick records.
>
> We are in the syndicate business, Mr. Langlois, and will be glad to make you this proposition: We would prefer to send our script to stations buying our material on transcriptions. You record these programs gratis and as our clients buy them from us, we will advise them that Brunswick has recorded them.
>
> Then tell the Texas Company to provide our radio staff and members of the JANESVILLE DAILY GAZETTE, with which this station is affiliated, with free gasoline for 26 weeks. We, in turn, will carry the Ed Wynn Fire Chief program gratis, and when our friends ask us what kind of gasoline we use in our cars, we will tell them "Ed Wynn"—or just what does the Texas Company call the particular kind of gasoline Ed Wynn advertises? I have forgotten.
>
> Both your proposal and ours has considerable merit now, and maybe we can get together. I should like your reaction.

Photo OMAHA WORLD-HERALD

Hog Caller Blows Out Tubes

BROADCASTERS should take a hint from A. C. Thomas, manager of WJAG, Norfolk, Nebr., and beware of hog callers, or at least have a control engineer handy.

During a noon program recently, Karl Stefan, chief announcer, arranged to have Fred Patzel, famed hog caller, give radio listeners a sample of his art. As the program ordinarily varied little in volume, the monitoring was being done by the station engineer two miles away.

Patzel responded in such an emphatic fashion that his voice blew the protective fuse and drew a sustained arc across the gap. The overload liberated enough gas from the plates of the 250-watt tubes to render them useless. The surge not only burnt the coil of the fuse but destroyed the rubber base. The burnt fuse is now a curiosity on Mr. Thomas' desk.

SIR CHARLES CARPENDALE, controller of the British Broadcasting Corp., has been reelected president of the European Broadcasting Union for the ninth successive term.

Edward Petry Expands With Larger N.Y. Office

REMOVAL of the New York offices of Edward Petry & Co., Inc., exclusive radio station representatives, to larger quarters at 17 E. 42nd St., was announced June 1 by Mr. Petry. At the same time Mr. Petry announced the appointment of Roger Reynolds, former advertising manager of the MEMPHIS COMMERCIAL APPEAL and the ATLANTA GEORGIAN, as manager of a new branch office in Atlanta.

Twenty-two stations have been signed for exclusive representation by the Petry organization, which also has branches in Chicago and San Francisco. They are KFH, Wichita; KFYR, Bismarck, N. D.; KLZ, Denver; KPRC, Houston; KSD, St. Louis; KSL, Salt Lake City; KTHS, Hot Springs; KVOO, Tulsa; WBAP, Fort Worth; WFAA, Dallas; WBRC, Birmingham; WDAF, Kansas City; WFBM, Indianapolis; WHAS, Louisville; WMC, Memphis; WOAI, San Antonio; WSB, Atlanta; WSM, Nashville; WSMB, New Orleans; WTAR, Norfolk; WTMJ, Milwaukee, and WWJ, Detroit.

Tomato Juice Account

THE SUN-RAYED Co., Frankfort, Ind., (Kemp's Sun-Rayed Tomato Juice) on June 20 begins using WMCA, New York, for two morning studio performances weekly, with Katherine Parsons, the "Girl o' Yesterday" of CBS "Old Timers" fame. Account is believed to be the beginning of a widespread radio campaign later in the year. Sun-Rayed Co. is a division of Kemp Bros. Packing Co., and its advertising is handled by Caldwell-Baker Co., Indianapolis agency. Marie E. Breen, New York station representative, placed the WMCA account for Seggerman-Nixon Co., Kemp's New York distributor.

"Tarzan" Expands

STATIONS in 17 more cities have been added to carry the "Tarzan of the Apes" transcription serial sponsored by H. J. Heinz Co., Pittsburgh (Heinz Rice Flakes), according to an announcement by Frederick C. Dahlquist, president of American Radio Features Syndicate, Los Angeles, producers of the feature. Expansion was decided upon after a 10-week test over CKLW, Detroit-Windsor, and KMBC, Kansas City, which was conducted by Maxon, Inc., Detroit agency. Program is 5 days weekly.

Gulf Signs Brisbane

ARTHUR BRISBANE, the noted Hearst columnist, will replace Will Rogers in the Gulf Refining Company's series over an NBC-WEAF network, starting Sunday, June 25, 9-9:30 p.m., EST. Will Rogers signed off June 10 to complete several pictures but will return for Gulf in the fall. The June 18 show was taken over by Fred Stone, the comedian. Gulf Refining will also continue its Irvin Cobb series with Al Goodman's orchestra on 43 CBS stations, Wednesdays and Fridays, 9-9:15 p.m., EST. Cecil, Warwick & Cecil, New York, handles both accounts.

Merchandising a Program to the Limit

Bond Bakers Follow WRVA Program With House Calls; Local Prejudice Overcome; Children's Club Formed.

By NELSON T. STEPHENS
Shepperson, Birnie & Stephens Advertising, Richmond, Va.

PROPER merchandising often constitutes the deciding factor between successful and unproductive radio advertising; together they are certain to be effective, as this story shows. An out-of-town baking company assumes sponsorship of a popular and established children's program, organizes a children's club and sends its salesmen from house to house advertising both the program and the bread. As a result, the campaign is an immediate and continuing success. Local prejudice against out-of-town interests is overcome, and sales mount weekly.

THAT a commercial radio program, properly merchandised or followed up by extra-station efforts to build listener interest and to increase the listening audience, is good business—getting the most returns from the radio advertising dollar—has been abundantly demonstrated by the General Baking Co., New York (Bond Bread) in a spot program on WRVA, Richmond, Va. From the very moment the WRVA daily feature for children was taken over for sponsorship, the baking company's sales force has exerted every reasonable effort to get every cent's worth of value from the broadcast advertising expenditure and to increase the popularity of both the program and the station.

A sales force of some thirty-odd routemen, retailing Bond Bread from door-to-door in Richmond and vicinity, has done a splendid job of making more effective a radio program that already had served most effectively another (local) bakery doing a wholesale business only. The Bond Bakers have given a perfect demonstration of what it takes to make radio advertising do a 100 per cent job for the progressive sponsor.

Established Program

MRS. SANDMAN'S Radio Playhouse, featuring the popular Mrs. Sandman and Jimmie, taken over by Bond Bakers on WRVA Jan. 3, was not a new program. The feature originated in 1929 at Savannah, Ga., and was probably one of the best known children's programs in the southeast when Bond Bakers decided to go on the air in its Richmond territory, where retail selling has been done exclusively for more than two years.

The new sponsorship, however, met with immediate success. The entire General Baking Co. sales organization, be it remembered, was pleased with the new advertising, was keyed up to an unusual pitch of enthusiasm and from the very start advertised the program and Bond Bread from door to door. Sales immediately began to mount and continued, week after week, to show new high records for the Richmond distributing branch. After six weeks of the sponsorship (the initial contract was for ten weeks), a survey was instituted. Six thousand homes were questioned by salesmen who found that in 84 per cent of radio-equipped homes the Bond Bakers program was listened to, that the station was overwhelmingly popular with the listeners and that 85 per cent of all homes contacted had radio sets.

Answered All Doubts

ON THE strength of this house-to-house survey, the Richmond contract was renewed at the end of the ten weeks and is now an established feature. Here was an instance in which the sponsor put his radio program to the acid test—and the station, too, for that matter—for the sponsor's own sales force checked homes having a total population of some 30,000 people. Regardless of a satisfactory increase of sales volume week-by-week, the General Baking Co. wanted to make sure of the wisdom of its choice of advertising medium and the way in which the medium was being used. The survey left no doubt of that wisdom.

Every other week for the first ten weeks, a guessing contest for the juvenile listeners was conducted by Mrs. Sandman and Jimmie, and the thousands of contest letters and cards received were of course followed up by the route salesman in every instance. Approximately half the contestants proved to be non-customers of the Bond Bakers. Here was a prolific source of new business which the energetic salesmen proceeded to cash in on—hence the week-by-week increase in sales volume. The broadcast advertising expenditure in the first ten weeks of the contract was more than justified by the net increase in business for the Richmond branch. And the present increase in volume over the same period last year would also indicate the efficacy of the advertising and the sustained enthusiasm of the sales force.

Overcomes Local Prejudice

THE GENERAL BAKING Co.'s Virginia plant is located in Norfolk. With no plant in the three cities served by the Richmond distributing branch, necessarily local sales resistance was pronounced because the Bond Bakers were, frankly, looked upon as an "outside" group in competition with "local" bakers. Admittedly the Richmond radio program has done an excellent job in breaking down this local prejudice—sales resistance, as the salesmen call it.

Bond Bakers were sponsoring a children's program that was popular in every home where there were children. Bond Bakers were on a popular Virginia station—every day—with a dignified message about a high grade product. Could prejudicial sales resistance of a localized nature long withstand an advertising campaign of that calibre? It could not and did not. The radio program has completely reversed the Bond Bakers picture in Richmond and vicinity. The sponsor's salesmen are now welcomed at front doors that previously seemed impregnable.

To the Bond Bakers sales force, this angle of the broadcast advertising is as important, if not more so, than the direct increase in sales attributable to the program.

Club is Organized

IN THE middle of April it was decided to inaugurate Mrs. Sandman and Jimmie's Bond Bakers Club. No contest is involved. The children are asked to send in their names, addresses and ages, to the station in return for which they will receive a membership card and an invitation to one of the numerous Bond Bakers' parties for the club members.

Necessarily the waiting list of members for the parties is a large one, for Mrs. Sandman and Jimmie and the Bond Bakers can entertain only a hundred youngsters at a time in the station's studios. Ice cream and cake and a chance to take part in the broadcast with Mrs. Sandman and Jimmie comprise the entertainment at the parties—could a boy or girl ask more? Extra-studio parties are held—one a week, also, with no broadcasting involved—just "eats" and a chance to meet and be entertained in person by Mrs. Sandman and Jimmie. At these parties no advertising of any sort is indulged in by Bond Bakers. Be it assured, however, that there are widespread parental gratitude and good will gained by Bond Bakers through these parties—another form of extra-station promotional cooperation.

100 Per Cent Cooperation

AS THIS article is written it is certain that a mass entertainment, in some large local auditorium, seems essential if all the young members of the new club are to be entertained before summer wanes. Consolidating the ground gained through sales increases, new customers, the sponsor uses fine strategy through the club parties in a drive for more good will. Thus every possible legitimate and dignified use of the radio advertising and the program proper is taken advantage of. The outcome is that a splendid campaign of program merchandising has brought the results sought by the sponsor.

The Bond Bakers Richmond spot program is an outstanding example of what radio will do for an advertiser who has courage, foresight and the common sense to follow his radio advertising dollar through with 100 per cent sales department backing and cooperation.

BAKERY PLUGS HOLIDAY SPECIALS

"Do-Nut Frolic" Sells Associated Products as Well; Sponsor Bars Contests, Personal Tours

By FRED T. HAGELBERG
Sales and Advertising Manager
Davis Perfection Bread Co.
Los Angeles

Mr. Hagelberg

OUR ORGANIZATION has used several southern California stations for various types of programs during the last few years, but I think our "Optimistic Do-Nut Frolic" on Fridays has been more effective than any other broadcast.

This program, now well into its ninth year of consecutive broadcasting, is the oldest commercial program on the west coast.

Originally the feature took the form of a minstrel show with a troupe of colored performers, gag men, soloists and others. Recently the program has been revamped into more modern vaudeville. To provide novelty, we have frequently changed masters of ceremonies and, at this writing, we have co-masters of ceremonies.

The merchandising angle for our radio efforts lies in our organization. We have 26 retail stores, 215 retail wagons selling on house-to-house routes and 20 wagons delivering to restaurants, clubs, cafes and the like.

During the radio series we have used special occasions to plug different products. Just before Thanksgiving, for instance, and also a day or so before Christmas, we extoll the virtues of our mince pies in brief announcements that no Thanksgiving or Christmas din-

(Continued on page 30)

Program Variety, Changes in Talent Increase Listeners

Conclusions After 10 Years On Air Are Set Forth

By MILTON WEINBERG

President of Milton Weinberg Advertising Co., Los Angeles

Mr. Weinberg

OUR AGENCY has handled the account of the Weaver - Jackson Co., hairdressers, cosmetics and beauty parlor operators, for the last ten years. Programs and spot announcements have been broadcast over many southern California stations, and various types of entertainment have been tried.

Perhaps some persons have thought the sponsor and agency were merely experimenting with programs. But experimentation, even though ultra precise and scientific, would hardly cover such a long period. We have not been groping in the dark. We have not been trying to find exactly the "right type of program."

Single Purpose

WE HAVE, however, been following a carefully-mapped plan with one idea in mind; that is, to change the program content as often as possible to avoid monotony. After all, though the broadcast reaches many new friends and customers from time to time, we believe that many of our fans are regular listeners.

Of course, many agencies and sponsors believe that a program should remain true to type. And naturally there are some fine examples of successful broadcasts of this sort. Yet I think the exception proves the rule.

The Weaver - Jackson programs are carried by KHJ, KMTR, KFI, KFWB, KFOX and KGFJ. Some of them are weekly, while others are heard more often. Some are in the form of floating announcements; others present studio talent or transcriptions with brief messages to the women.

We have introduced, and later discarded, some acts that later became stellar attractions on the air. In the earlier days we used Charlie Hamp on an extended series of both day and night-time programs. On our more recent programs we have featured Jay Whidden's orchestra from Santa Monica. In between these, a period of several years, we have used practically every conceivable type of talent.

Favors Developing Talent

I AM inclined to agree with the views of many agencies and sponsors that it is wiser, in the long run, to develop almost unknown talent rather than to use "name acts." Most surveys have shown that the fan audience remembers the name, of the performers rather than the name of the sponsor or product advertised.

Once we tried a radio contest in the Weaver-Jackson series. I think the one thing it proved to us was the fact that fans don't like to think, even if they have the ability to do so. We offered a $100 cash prize for a program name of one or two words which would tie-in with the products sponsored. But, when the poll was over, we found that only about one-half of 1 per cent of the contestants had actually reasoned the thing out.

Value of Daylight Hours

I AM NOT at all sold on the idea of radio as a sole medium. But I believe that radio has become a vital adjunct to various other forms of advertising with tie-ins of newspaper, magazine, direct mail, novelty and other uses. Radio in itself does a good job. In conjunction with other media it is a knockout.

For Weaver - Jackson purposes we have found that daylight hours have produced more actual results than evening hours. One reason, of course, is because the bulk of the daytime audience is composed of women. But another, and even more potent reason, is because of the night-time cost.

Evening chain programs are so good and so varied that independent studio programs must be produced at enormous cost to win away the audiences of network features. Except in extraordinary instances, I frankly don't think it is worth the additional expense.

A SAMPLE "BANK BLACKOUT"

Continuity Suggested for Use in Bank Advertising At This Time When Confidence is Needed

THESE are days when the strong banker needs to advertise. The stronger the bank, the greater the need for institutional messages that will instill confidence in the public, particularly in these days of distrust of so many of the financial giants who have been revealed as unfaithful to their trusts.

No less an authority than President Sisson of the American Bankers Association has repeatedly urged banks to advertise. In the local community, the broadcaster certainly knows the banks whose institutional messages ought to be on the air. That radio is the greatest medium ever made available for institutional advertising, almost goes without saying.

For those agencies and stations that are working on prospective "bank accounts", we commend the following continuity, supplied by a leading broadcaster, as a sample of tasteful yet forceful copy for radio advertising by banks. It is titled by its author "Bank Blackouts" and could be used either as spot copy or as part of a 15-minute to one hour program; further copy along this order could readily be prepared by local continuity writers in collaboration with banker-advertisers who should have any number of similar stories to tell:

ANNOUNCER: Millions of dollars are sunk every year in wild-cat speculation and yet, the lure of the get-rich-quick stocks is seemingly too strong to be resisted. . . . A wise banker knows that everything above four per cent interest is pure speculation; and speculation in too many cases, spells ruin. . . . You wouldn't try to repair your own watch; then why not consult an expert in money matters when you are about to make an investment. . . . Let us tell you the story of a very wise wife. . . .

MRS. J: What's the matter, dear?

JOHN: Oh, I'm just disgusted, that's all.

MRS. J: Honey, why don't you forget that old financial page?

JOHN: Forget it? Huh. . . . I wish I could.

MRS. J: But you're worrying, dear —and I wish you wouldn't. . . . There isn't anything to worry about—really.

JOHN: Nothing to worry about? Great Scott! Look where this baby's gone to. . . . A couple of more points and they'll be giving it away.

MRS. J: But why worry, John . . . It won't do any good.

JOHN: Oh, I wouldn't care, dear, if it were my money. . . . But to think I took your money and sunk it—

MRS. J: I'm not complaining, am I, dear?

JOHN: No, that's just it; you're so darn good about it.

MRS. J: Did you ever think there might be a reason, John?

JOHN: A reason? What do you mean?

MRS. J: Well, when Uncle left me that money, you know what I wanted to do?

JOHN: Yes—you wanted to turn it over to the banker for investment. Gosh. I wish I'd listened to you.

MRS. J: But this friend of yours had a real investment—so he said.

JOHN: Aw, honey—don't rub it in.

MRS. J: Oh, I don't intend to, dear —really. . . . After all, you did what you thought best for our good.

JOHN: Yes, I was a prize chump.

MRS. J: No, you weren't dear. . . . You were just—misled, that's all. You meant everything for the best. . . . Why, you even took out the stock in my name.

JOHN: Why, of course . . . it was your money.

MRS. J: John—do you remember about a year ago when that stock flared up?

JOHN: Do I? You wanted to sell it then—but no: like the chump I am, I was sure it was going up to the sky. . . . Well, it's down far enough now, down and about out.

MRS. J: I've got a confession to make, John . . . I hope you won't be angry.

JOHN: What is it?

MRS. J: John—I sold that stock.

JOHN: You—sold it?

MRS. J: Yes. . . . It was in my name, you know . . I felt sure it would never come back again to what we paid for it—so I sold it, and gave the money to the banker to invest.

JOHN: (slowly) You sold it?

MRS. J: Yes, John. . . . Oh, I should have told you, I know, but I was afraid you would be angry. . . . Are you, John? Are you angry with me?

JOHN: (laugh) Angry? Well, I should say not . . . and you put it in the bank for investment?

MRS. J: Yes . . . and it's paying returns, John . . . think of that. . . . So you see—we haven't lost a penny.

JOHN: Well, I am sore about one thing—that you didn't tell me before. But, oh mister—to think that money is safe. . . . Whew! Now I can go back to sleeping nights.

ANNOUNCER: A very wise wife indeed and a very wise husband to appreciate her good common sense. Your banker is your friend. He protects his own interests by protecting yours. A bank is an institution. Uncertain speculations have no place there. Remember that, and when you have money to invest, consult a financial expert—your banker. . . . He will be glad to aid and assist you, for your banker is your friend.

Wilson Mentioned For Governorship

Kentucky Broadcaster Urged As Business Executive

Mr. Wilson

LOUISVILLE, Ky.—Into the seething cauldron of Kentucky politics, the name of L. B. Wilson, Covington business man and owner of Radio Station WCKY, has been injected by political observers as the possible candidate for governor in 1935. Although the state's gubernatorial election is still two years off, Kentucky politics bubbles and boils the year around, and overtures are known to have been made already to Mr. Wilson to become the Republican candidate to take advantage of the internal strife in the Democratic ranks.

Mr. Wilson, besides being a broadcaster, is owner of a chain of theaters, vice president of one of Kentucky's largest banks, president of the Cincinnati-Covington Cities Bridge Co., president of a boiler manufacturing plant, past president of the Covington Chamber of Commerce and generally acknowledged to be one of the keenest minds in business and politics in the state.

In 1920 he managed the successful campaign of Richard P. Ernst for United States Senator on the Republican ticket. He was given full credit for the result which came in spite of the fact that the Democratic presidential candidate, James M. Cox, carried Kentucky by 5,200 votes over Warren G. Harding and the Republican ticket as a whole failed.

Whether Mr. Wilson would accept the Republican nomination is questioned in some quarters, inasmuch as he has never sought political office and has often expressed himself as being unwilling to serve that way. However, in Louisville and Frankfort, the belief is that if drafted he might accept, though he declined comment on the report when asked by a representative of BROADCASTING.

Kentucky formerly was a staunch Democratic state, but has had several Republican governors in the last two decades. The incumbent, Ruby Laffoon, is a Democrat. Under Kentucky law, its governors serve four years and cannot succeed themselves.

Studios in Mansion

THE FIRST of five studios in the old George W. Childs mansion at Walnut and 22nd St., Philadelphia, which is being renovated to serve as broadcasting headquarters of WPEN and WRAX, was occupied by WRAX June 13. WPEN will move into Radio Centre, as the building will be known, in September. An historic landmark of Philadelphia, the building was formerly the dwelling of George W. Childs, founder of the PUBLIC LEDGER, and within its walls Presidents, royalty and international notables of the nineteenth century were entertained.

Exit, Salesman—Enter, Contact Man

High Pressure Methods Are Disappearing From Radio; Prospect Should be Shown Preliminary Program

By SIDNEY FLAMM
Commercial Director, WMCA, New York

"RADIO PROGRAMS have outgrown the grasp and comprehension of a single mind," writes Mr. Flamm in explaining why the old-fashioned advertising salesman with a sign-on-the-dotted-line complex is rapidly fading from the broadcasting picture. In his place is arising the contact man whose prime function is to induce a prospect to visit the station and listen to a sample program. Once the prospect is in the station, the commercial director handles everything with tact and ease, high pressure salesmanship being noticeably absent. Mr. Flamm gives five definite reasons why this new salesmanship is superior and particularly adapted to radio.

Mr. Flamm

THE SALESMAN of radio broadcast programs is rapidly fading from the scene and will be supplanted by a man whose function will be that of a broker or contact man. The complex and divergent elements that enter into the pattern of a successful radio broadcast campaign have forced this change so that it now becomes necessary to consider radio presentations from regional stations in an entirely different light, and to reorganize the commercial development with new personnel, new ideas and new methods.

The elimination of the old line salesman who made the commercial contacts, built the program, suggested the merchandising contests, is a natural evolution.

Outgrows Single Mind

RADIO programs have outgrown the grasp and comprehension of a single mind. The highly specialized integral parts of a completed presentation are beyond the reasonable grasp of one man. The salesman should not be expected to have the knowledge of a musical director, a merchandising expert, a continuity writer, an author and stage director. In the past and at present the salesman on an account has had to cover too much territory to do it well and expertly. He has been first, last and all the time the last word on the programs he has brought to a station, and very often his personal views have been insurmountable and often a retarding element in program improvements.

The new contact man's primary service will be to acquaint himself with the general aspects of a prospective client's needs and then induce the client to visit the station and listen to a preliminary broadcast program arranged for his benefit. At this meeting the client will be given an opportunity to discuss his radio advertising and merchandising problems with the station commercial director, and at the same time give his undivided attention to a constructive criticism of the preliminary program.

High Pressure Lacking

IN THE atmosphere of a well appointed office that reflects refinement, restfulness and success, the commercial director presents the first sample of the broadcast program. The prospective client at his ease and undisturbed by the routine of his own office or telephone interruptions can give his undivided attention to the presentation. The commercial director's easy conversation itself invites criticism and suggestions and opens the door for the station's staff to make a complete study of the future clients' problems.

Judicious questioning by the commercial director develops the pertinent information that is essential to a complete broadcast presentation. The client leaves after a pleasant hour in which high pressure salesmanship has been noticeable by its absence. He has not had to battle a salesman with a determined jaw and a sign-on-the-dotted-line complex. Showmanship and psychology have played a large part in the meeting and the client leaves with a picture of a successful radio station.

Contact Man's Requisites

AT THIS point the commercial director armed with data and the ultimate goal, which his recent visitor is desirous of reaching through a properly constructed broadcast presentation, calls in the station's department heads and turns over to them all the information he has obtained during his talk with the client.

The radio contact man must be thoroughly grounded in the broad, comprehensive story of radio—thoroughly conversant with the proven performance of radio—and enthusiastic in his conviction that radio can effect good-will, prestige, and most important, a high percentage of sales response.

My theory of re-allocating the position and work of the radio salesman, is based upon intensive study of the regional station's status. Primarily, my study has to do with a coverage of the world's most populous area, the metropolitan district of New York, and with the great problem of satisfying the radio demands of a cosmopolitan audience that is not equaled anywhere in the world.

The commercial director calls together his staff of department heads, musical director, program originator, merchandising statistician, etc. Before this group is laid the problem of integrating and interlocking the advertising requirements and sales needs of the proposed product with the radio program, never losing sight of the great necessity for audience appeal in program structure and content.

Economic Aspects

THE COMPLETE radio campaign is then prepared from the plans and recommendations of the staff and submitted to the client in the form of a second audition in the commercial director's office. The interlocking merchandising campaign is presented in brochure form with illustrations of the various cardinal points. In the preparation of the broadcast and merchandising campaigns, the client's appropriation has been one of the dominant factors, as no advertising prospectus is worth the paper on which it is written if it transcends the economic limitations of a reasonable return on the expenditure involved.

My proposed method of campaign-building for a client takes cognizance of the many troublous details inherent in the successful merchandising of any product. The plan finally submitted to the sponsor is designed to meet and overcome his specific problems of merchandising—to give advertising value in full—to bridge the wide gap between good-will program entertainment and the impetus that will result in the selling of goods in the retailers' stores.

Experimental Stage Past

THE EXPERIMENTAL phase of radio is definitely behind us. Given a specific advertising appropriation and a specified time element, a certain level of sales accomplishments can be produced, providing the product fulfills the claims made for it and recommends its own further use after a reasonable trial.

Many big users of air time have professed dissatisfaction with broadcasting and are ready to condemn it as an advertising medium, for the reason that they have applied newspaper formulae to radio rather than the basic psychology of advertising investment predicated on the proper understanding of the newest medium—radio—and its correct uses.

The elaborate broadcast presentations of the past and present, demanding exorbitant advertising expenditures that have relegated the product advertised to a secondary place, and exploited nationally famous entertainers, have proved commercially unsound and economically impractical.

New Theory's Advantage

THE NEW theory of sales operation in the radio commercial field has some decided advantages.

First and foremost, the contact man is not obliged to do any direct selling. His approach to the prospective client and his future dealings with him carry no sales resistance complexes that a salesman has to overcome. He does not have to close the deal.

Second, his work is completed when the client visits the commercial director's office to listen to the program prepared from information supplied by the contact man.

Third, the pattern for the revised and ultimate program is given to the responsible department head who also gets the pertinent information under the most favorable circumstances. The client is in a new atmosphere and not the pugnacious, over-critical individual he is apt to be in his own office. He is more inclined to respect the opinions of the various experts with whom he comes in contact at the station than he is if he has to take it second hand from a salesman.

Reversing the System

FOURTH, the impersonal atmosphere of the station in which the prospective client is received is free of all those idiosyncrasies usually associated in a buyer's mind with high pressure salesmanship.

Fifth, the scene is set differently. The client is led to believe that he has made up his own mind—he has sold himself. The system has been reversed and unlike the newspapers' approach, which is the correct one for papers, radio changes the order of things and brings the client to radio, and he is led to sell himself. Every possible angle has been anticipated and covered, and the indirection of the ultimate sale makes it more certain because of the absence of sales pressure against which clients have built up a definite resistance.

New Copyright Bill

ADDED to the list of copyright bills now pending before Congress is the proposal of Rep. Luce, (R.), Mass. (H. R. 5853), which would change the present law in many ways. A half dozen measures now are pending and protracted copyright hearings, which, among other things, are designed to afford greater protection for broadcasters in their use of copyrighted compositions, are expected at the next session. The Luce bill, like its companions, has been referred to the House Patents Committee.

XUM

U.S. Delegation to Wave Parley Completed, Policy Undecided

Central American Nations May Not Cast Votes; Rep. Bland, Minister Davis Join Sykes

Judge Sykes

WITH the completion of the personnel of the American delegation to the North American radio conference to be held in Mexico City beginning July 10, the wave widening plan to be espoused by the United States is being whipped into shape by the delegation in collaboration with the State Department. Whether enlargement of the broadcast band below 550 kc. will be indorsed is the major question, since mobile communication interests, supported by Army and Navy groups, are still at loggerheads with broadcasters who favor such an expansion.

Appointed as delegates to assist Chairman Sykes of the Radio Commission are Rep. Otis Schuyler Bland, (D.), Virginia, chairman of the House Merchant Marine, Radio and Fisheries Committee, and Roy T. Davis, American Minister to Panama and an authority on Latin American affairs. Judge Sykes was appointed chairman of the American delegation by President Hoover prior to March 4 and was reappointed by President Roosevelt. The added appointments were made June 7.

Vote Fear Allayed

Rep. Bland

CONCERN is still being expressed by American radio interests over Mexico's invitation to all Central American countries to be represented at the conference. This fear was based on the feeling that the Mexican government had in mind the formation of a "Little Entente" which might outvote the English-speaking nations at the conference on such important questions as redistribution of wave lengths among nations of the continent — possibly to the extent of forcing this country and Canada to relinquish certain of their present facilities.

Under international procedure, each nation, regardless of its size, population or standing, has an equal vote at international conferences. Somewhat allaying this fear, however, is an unofficial report that the Central American countries do not intend to send delegates to the conference with the power to vote but only to authorize "observers" to be present and consult with delegations from the larger countries.

Advisors to be Named

IT IS expected that State Department officials will confer with the American delegation within the next few days regarding appointments of the advisory staff. It is virtually certain that the technical advisors will be headed by Dr. C. B. Jolliffe, chief engineer of the Radio Commission, and will include Dr. Irvin D. Stewart, radio specialist of the State Department; Gerald C. Gross, Commission engineer and foreign radio expert, and Andrew D. Ring, chief broadcast engineer of the Commission.

Mr. Davis

Minister Davis, who is now in Panama, is expected to go directly to Mexico City in time for the conference. He was appointed primarily because of his knowledge of Central American affairs, and as a diplomat rather than a radio expert. Rep. Bland was named as a substitute for Senator Wallace White, Jr., (R.), Maine, who originally was appointed by President Hoover to head the delegation but withdrew after the new administration named Judge Sykes chairman.

How long the conference will last is uncertain, but minimum estimates are a month to six weeks. James W. Baldwin, special representative of the NAB, will attend in behalf of that organization. He is definitely committed to enlargement of the band below 550 kc. NBC and CBS also are expected to send representatives. Paul M. Segal, Washington radio attorney. will attend as general counsel of the American Radio Relay League, the amateur organization. He will be accompanied by K. B. Warner, executive secretary of the A. R. R. L.

Handling Radio News

FREE daily program listings but paid news notes, is the unique arrangement for radio news in the OMAHA BEE-NEWS, Hearst newspaper. On the entertainment page, where program schedules are carried, appears a column titled "KFAB Notes", signed by Ned Bailey and carrying feature items about that station's programs. Above the boxed column head is the legend "advertisement" but the type faces, except for boldface and italic variations, are very much like those of the rest of the paper.

Eleanor B. Boyle

MISS ELEANOR B. BOYLE, employee of the Radio Commission's legal division, died in Washington June 6 after a short illness resulting from a sinus infection. She was 29 years old and had been with the Commission since 1928, serving for a time as secretary to Commissioner Brown. The funeral was at her home at Uniontown, Pa., June 7.

RADIO SPOT NEWS

Broadcast by WCKY as Answer To A.P. Restrictions

AS A SEQUEL to the recent action of the Associated Press relative to news broadcasts, WCKY, Covington-Cincinnati, has organized a spot news department under the direction of Elmer H. Dressman, director of publicity and continuity. Mr. Dressman has had 15 years of newspaper experience and formerly was city editor, telegraph editor and political editor of the CINCINNATI POST.

The station has added a "roving reporter" to its staff, and has "string" correspondents in outlying districts. WCKY now gathers its own news in Cincinnati, Covington and Newport. The "roving reporter" is Joseph H. Dressman, brother of the station official, who for several years has been on the staffs of Cincinnati newspapers.

Important news bulletins are broadcast through the day almost as soon as received, and a special evening period has been set aside for the regular news flashes. While the policy is not to break into programs with news flashes, important bulletins are broadcast at the first station break after receipt.

"The news flashes," said Mr. Dressman, "are brief and punchy. They are not intended to supplant newspaper reading, but to increase the opportunities of the public to get important news quickly, with full details coming later in the newspapers."

New Orleans Publishers Seek To Enjoin WDSU

INSPIRED by the Associated Press victory over KSOO, Sioux Falls, the publishers of four New Orleans newspapers on June 8 joined in a suit against WDSU, New Orleans, asking the courts to enjoin that station from broadcasting news allegedly taken from their columns. They claim property rights in their news, and have stated they have taken dictaphone records to prove "piracy." Reliable reports have also been received that similar suits are pending in other cities, with the United Press as well as other newspapers threatening to take action against certain stations.

In its petition to the New Orleans Civil Court, the newspaper group recites how "for self-protection and to avoid litigation", it asked the owners of WSMB, the Saenger-Maison Blanche station, WWL of Loyola University, and WDSU, operated by Joseph Uhalt, to meet them and come to an agreement. The first two attended, it was said, but Mr. Uhalt wrote he could not be present.

"WSMB and WWL agreed", the petition states, "to broadcast only news obtained from other sources, but WDSU did not reply to the publishers, and the suit was filed." Up to time of going to press, BROADCASTING had not received any statement from WDSU.

AN INCREASE in power from 10 to 50 kw. was requested in an application filed with the Radio Commission June 10 by WJR, Detroit.

Commission Won't Quit for Summer

Lafount and Starbuck Plan Tours; Hearings Go On

SIDETRACKING customary procedure, the Radio Commission will carry on regular operations during the summer although individual commissioners will be away from Washington from time to time on inspection tours or other official business. In the past the Commission has suspended its hearing docket and regular meetings from June until September.

Chairman Sykes, as head of the American delegation to the North American Radio Conference at Mexico City, which begins July 10, will leave Washington between July 1 and 5. Accompanying him will be the official delegation of about 20 and possibly representatives of broadcasting and other radio groups which plan to attend.

During Judge Sykes' absence, Col. Brown will be acting chairman. As yet it is not definitely known whether he will make any extended trips during the summer.

Lafount to Tour Zone

FOR THE first time in three years, Commissioner Lafount will make an official inspection of his fifth zone, including the Pacific states and the Rocky Mountain area. Leaving Washington early in July, he plans to stop in the larger cities and to hold conferences with broadcasters on problems of mutual concern. He will be away from Washington about six weeks.

Mr. Lafount's proposed itinerary is as follows:

Salt Lake City, July 6-7; Ogden, Utah, July 8; Pocatello, Ida., July 9; Idaho Falls, Ida., July 9; Butte, Mont., July 10; Great Falls, Mont., July 10; Spokane, Wash., July 12; Seattle, Wash., July 13-14; Tacoma, Wash., July 15; Portland, Ore., July 17; Sacramento, Cal., July 19; San Francisco, Cal., July 20-21; San Jose, Cal., July 22; Los Angeles, Cal., July 23-25; Long Beach, Cal., July 26; Santa Monica, Cal., July 26; Santa Ana, Cal., July 27; San Diego, Cal., July 28; El Centro, Cal., July 29; Phoenix, Ariz., July 30; Tucson, Ariz., July 31; El Paso, Tex., Aug. 1; Albuquerque, N. M., Aug. 2; Pueblo, Colo., Aug. 3; Colorado Springs, Colo., Aug. 3; Denver, Colo., Aug. 4-5.

Commissioner Starbuck contemplates an inspection of radio operations of leading airlines beginning late in the summer. His itinerary has not yet been arranged. The commissioner, as supervisor of the engineering division, was largely instrumental in drafting plans for the creation of the cooperative radio aviation networks now providing service along all major air routes.

Commissioner Hanley is scheduled to deliver the dedicatory address over KICK in connection with that station's opening on June 19 at Carter Lake, Ia., near Council Bluffs.

KICK recently won a court decision which allowed it to remove from Red Oak, Ia., to the new location. Mr. Hanley will leave June 15 for Omaha, stopping at Chicago en route, and returning to Washington about July 1.

The regular hearing docket will be pursued during the summer.

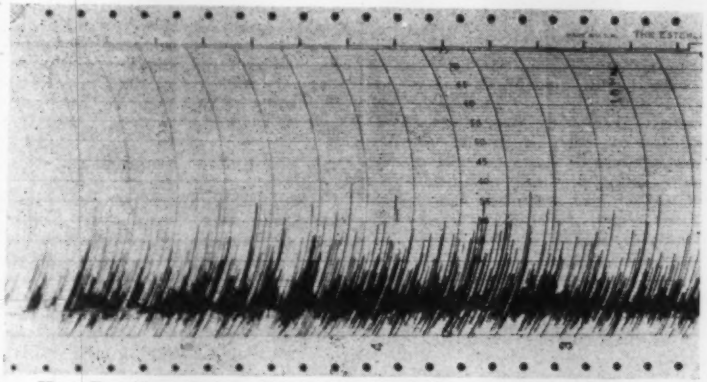
(*Continued on page 15*)

Recording Programs in Graph Lines

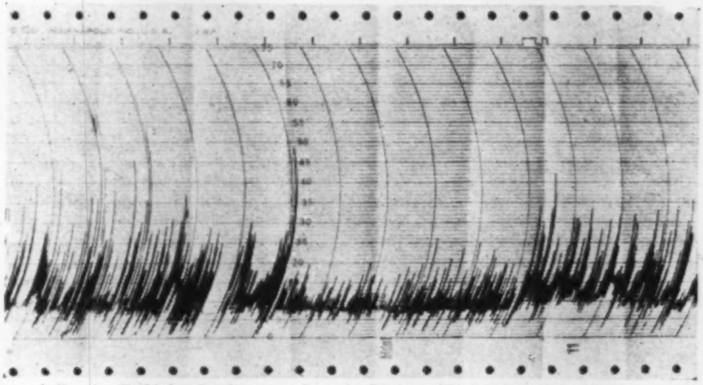
NBC Engineers Trace Blame for Poor Broadcasts, Improve Technical Control by Watching Chart

Mr. McElrath

PRESIDENT Roosevelt's voice, Ed Wynn's "Soo-o-o," Jeannie Lang's giggle, Walter Damrosch's "Good morning, children" and all other sounds transmitted over the NBC networks for more than 18 hours every day are faithfully and permanently registered on endless strips of graph paper. These various sounds are pictured as a succession of jagged peaks and canyons with an occasional plateau or plain—enabling, in a word, broadcasters to know what their voices look like.



How President Roosevelt's Voice "Looks" on the Voice Recorder



B. A. Rolfe's Orchestra Graph Shows High and Low Notes

The graph paper moves endlessly through volume control recorders installed in the NBC main control rooms. Inked volume indicators trace the lines recording every fluctuation in sound carried over the networks. There are two recorders, one for the NBC-WEAF network and another for the NBC-WJZ network.

Program's Autograph

THE GRAPH line is the autograph of the radio program, according to George McElrath, NBC operating engineer. After a short study of the jagged markings, anyone can learn to identify the various types of programs and, to a limited extent, the different broadcasters. The wild Hi-de-hi broadcasts from Harlem's Cotton Club, for example, register distinctly, he points out. The lines look as wild as the music sounds.

By way of contrast, chamber music appears on graph paper with less extreme peaks and with many sustained lines, indicating a consistent sound level. Soprano voices stimulate great activity of the indicator needle, while blues singers and bass voices have the least variation. Engineers find deep tones easy to control but high, sharp tones keep them as busy as a barrel of monkeys.

The President's Voice

DANCE BANDS, with their even tempo, register even regular fluctuations and it is easy to count the beat of the music. Symphony orchestras are very irregular and grand opera is wholly unreliable, McElrath said.

A study of speakers' voices is as interesting as the study of music, according to NBC engineers. The rich tones of President Roosevelt's voice, resonant and covering a wide range of harmonics, causes the needle to leave a wide band of ink instead of a third line. Former President Herbert Hoover's graph line suggests low, rolling prairies with an occasional bump.

The volume indicator recorders were originally installed to check the great old American game of "buck passing," McElrath frankly admitted. When complaints of poor volume were received, the control engineer, the telephone company, whose lines link the stations into networks, and the various stations each blamed the other. The recorders eliminate all that and make it possible to trace any trouble to its source.

Graph Lines Don't Lie

McELRATH said that within two weeks after the graph machines were put in use, service all along the line showed a marked improvement and now engineers are keeping more on their toes. In addition, he added with a smile, if an artist tries to alibi poor voice by blaming the control engineer, all the engineer has to do is borrow Al Smith's favorite advice "Let's look at the record." Graph lines, like figures, never lie.

Because of mechanical limitations of transmission lines, vacuum tubes and other electrical equipment, it is necessary to keep sound volume of programs between restricted limits. The engineer checks this by means of a galvanometer on his control panel. It is his duty to hold the needle between the marks of 10 and 30 on the graduated indicator. If the volume drops below 10, he must "boost" it by increasing the electric current. Likewise, he reduces the current when the volume jumps above 30. This is called "riding the gain," and requires extensive training and experience, if the engineer is to prevent distortion.

The graphs are permanent records of the engineer's volume control and are invaluable aids to him in studying certain voices or various types of music which he has found difficult to control through the microphone. The smart engineer can improve the quality of many voices and eliminate many defects.

Press Advertising Off But Still 46.4% of All

ALTHOUGH national newspaper advertising dropped from $205,000,000 in 1931 to $160,000,000 in 1932, the Bureau of Advertising of the American Publishers Association, in a survey made public June 8, estimates that the newspaper's share of the advertising dollar remained at 46.4 cents, which is exactly the same as it was in 1931 and within a half cent of what it was in the peak year of 1929.

Reduced budgets for automobile and tobacco advertising accounted for the 1932 drop in total newspaper volume, along with declines in drugs, foods, radios, railroads and electrical appliances, but increased expenditures were shown in the gasoline and oil, auto tires, candy and gum, soaps and cleaners and soft drink trade groups.

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815 kc. Station Aboard Panama Vessel Selling Time During its Cruises

GROUPS of Southern California broadcasters have held several indignation meetings, and the federal government has been asked to investigate and intercede, since the appearance on the radio scene there on June 3 of a new "floating" broadcasting station, using 1 kw. on 815 kc. with the call letters RXKR. The station is operated aboard the Steamship *City of Panama*, which is under Panama registry, during its nightly "cruises to nowhere" out of Santa Monica.

Since 815 kc. is the mid-channel between the clear channels of WCCO, Minneapolis, and WHAS, Louisville, the report has caused some concern in Washington, where the State Department is known to have consulted with Radio Commission officials about it. A similar unauthorized station on a vessel under Panama registry last year was ordered to stop broadcasting by the Panama government upon the American government's representations at its Legation in Washington.

The station, it is reported, has one monthly commercial account amounting to about $1,500, and broadcasts the ship's orchestra and other entertainment along with commercial announcements. It is on the air nightly from 7 p.m. to 2 a.m., PST. Washington officials regard its operation as a violation of the spirit if not the letter of the prevailing "gentlemen's agreement" among North American nations regarding radio, and believe it will shortly be ordered off the air.

Tiajuana on 980 kc.

NEWEST of the broadcasting stations to go on the air near the Mexican border is XEAF, Tiajuana, operating with 2 kw. on 980 kc., the clear channel of KDKA, Pittsburgh. According to reports from Los Angeles, the station began operating June 10 after a test period and was originally scheduled to go on the air with 100 w. It is managed by W. B. Potter, former partner in the Mission Bell Radio Mfg. Co., Los Angeles. The station is only 10 kc. separated from KJR, Seattle, on the 970 kc. clear channel; 30 kc. separated from KFWB, Hollywood, on the regional channel of 950 kc., and 20 kc. separated from KFVD, Los Angeles, on 1,000 kc.

"Radio Realities"

"RADIO REALITIES", the series of talks dedicated to American broadcasting, written in the manner of taking the radio listener into the broadcaster's confidence about their mutual interests and problems, has been published in book form by Leo Fitzpatrick, manager of WJR, Detroit, who wrote and delivered the talks over that station. This well-bound volume contains chapters that are also available from the author or the NAB in continuity form to make a series of excellent broadcasts over any station.

WIBO and WPCC Off Air But New Hearing Looming

Action Leads Congressman To Ask Commission Probe

DESPITE last minute efforts to have the case reopened on grounds of alleged fraud, WIBO and WPCC, Chicago, terminated operation June 11 upon order of the Radio Commission which held that it was without jurisdiction to reopen the case and permit the Chicago stations to continue operating under temporary authority. Simultaneously, it authorized WJKS, Gary, Ind., to begin full time operation on 560 kc., with 1 kw. night power, taking over the facilities of the Chicago stations. This was the latest phase of the two year battle in which quota distribution was the dominant issue.

That the case is not finally closed, however, was made evident when the Commission immediately paved the way for reconsideration by designating for hearing on application of the owners of WIBO for the facilities of WJKS. The hearing, a new proceeding, probably will be held late in July or early in August. The application is for a new station in Lake County, Ind., with studios in Gary.

Stirs Up Congress

THE ACTION also stirred up a tempest in Congress. Rep. Russell Ellzey, (D.), Mississippi, introduced a resolution June 9 calling for a sweeping investigation of the Commission. The resolution made particular mention of the WIBO case, reciting that an investment of $400,000 in the station had been destroyed, and that 60 employees were promptly thrown out of work.

The resolution also alludes to the Davis amendment and alleges inequalities, injustices and lack of consistency in its administration. It also seeks an inquiry into chain broadcasting to determine whether networks have been favored by the Commission as opposed to independent stations. Finally, the feasibility of setting up a schedule of license fees to be paid by stations is cited, which it is said, could produce "from $2,000,000 to $13,000,000 in annual revenue for the Treasury".

The resolution proposes a committee of 10 members of the House, two from each of the five radio zones, would be appointed by the Speaker to conduct the investigation, anywhere in the country it selected. The resolution, in general terms, follows two other measures now pending in the House seeking investigations of radio generally and the networks in particular.

Ralph Atlass Victor

WIBO HAS BEEN operated by the Nelson Bond & Mortgage Co., while WPCC was licensed to the North Shore Church, both sharing time on the 560 kc. regional channel. After a hearing, the Commission in October, 1931, ordered the stations deleted on purely quota grounds, since Illinois is overquota and Indiana underquota, assigning the facility to WJKS, owned largely by Ralph Atlass, of Chicago, who now also operates WJJD, Chicago.

The Commission's decision was reversed by the Court of Appeals of the District of Columbia, mainly on the ground that WJKS really served the Chicago area and that the Commission's ruling was "arbitrary and capricious." Appealed by the Commission to the U. S. Supreme Court, that tribunal reversed the lower court and gave the Commission full power in the allocating of facilities.

It was following this ruling last month that WIBO, through Louis G. Caldwell, as counsel, attemped to have the Commission reopen the case on the ground that Mr. Atlass and his associates had made fraudulent statements about serving Indiana, when actually the new facilities were sought, it was alleged, to serve the Chicago market. Mrs. Mabel Walker Willebrandt, counsel for WJKS, made counter charges in a battle of briefs that ensued, and apparently convinced the Commission that it was without jurisdiction to reopen the case since the Supreme Court already had decided it.

CLASSICS AS PREMIUMS

Washington Coffee Company Gives Away Books Issued By National Home Library Foundation

By SHERMAN F. MITTELL
Editor
National Home Library Foundation

NOW THAT some of our biggest advertisers on the air are giving away premiums, particularly jigsaw puzzles, it is apropos to the whole theory of premiums, their utility and purpose insofar as they can maintain the good will of the old customers and establish new ones, to describe a unique experiment recently conducted in the nation's capital.

The National Home Library Foundation, 1518 K Street, N. W., Washington, was organized over a year ago for the purpose of encouraging and stimulating the reading of good books. Accordingly, this organization, comprising more than 50 of the most distinguished writers and educators in America, sponsored and issued a series of literary classics known as the Jacket Library, to be sold on a non-profit basis and priced at 15 cents at retail—so low as to be irresistible to the most meager purse.

Immediate Response

A VERITABLE sensation was caused by the advent of these books. Their structure, beauty and price have won almost universal admiration. Not only did schools, libraries and other educational institutions take advantage of an opportunity which allowed them to purchase new books with greatly depleted budgets, but thousands of individuals, from the great industrial centers to the smallest rural communities, seized upon the chance of being able, for the first time in their lives, to own and read the best books ever written.

There are countless people, however, whom the foundation cannot reach through any other means than the radio. Needless to say, broadcasting costs money; so a plan was formulated whereby the books could be used as advertising premiums which would carry the message to millions of people and at the same time enure to the great benefit of the advertiser.

Coffee Premiums

THE FIRST advertiser to adopt this plan was the Wilkins Coffee Co., of Washington. It was at the time engaged in a jig-saw puzzle premium campaign, during which it offered 150-piece jig-saw puzzle for three one-pound coffee carton tops. While this campaign was at its height, and in the midst of a jig-saw craze that was sweeping the country, the company became interested in the Jacket Library, called off the puzzle offer, and in its place proceeded to give one of three books—"Tom Sawyer", "Alice in Wonderland" or "Treasure Island"—selected from the Jacket Library series for four one-pound carton tops or all three books for 10 one-pound tops during its broadcasts over WRC. The books, purchased in quantities, cost the company only 7½ cents each.

The company's distributing territory consists mainly of Washington and vicinity. It has been sponsoring three 15-minute radio programs a week for eight months each year. Announcements of the Jacket Library offer were made on each of these scheduled programs for two successive weeks, supplemented by two advertisements during this period in a local newspaper. So eager was the demand that all three books were sent their new and old customers in substantially the same number, many of them purchasing larger quantities of coffee than usual in order to send in 10 carton tops at one time for all three books.

Results of Experiment

THOUSANDS of books have been distributed in this way to customers who have looked upon this service as a splendid project, especially from the viewpoint of their children's reading habits.

This indeed is a remarkable showing and a keen revelation to many people. Some of the outstanding results of which should be of vital interest to all national or local advertisers who are contemplating the future use of premiums are as follows: that the Wilkins campaign and other experiments conducted by the National Home Library Foundation conclusively prove that the classics, which is merely another name for good books, are desired by millions of Americans, and that the greatest obstacle to their reading and ownership is their unavailability. Secondly, that there is no finer premium than a good book, because it is long remembered, has permanency and is a lasting tribute to the graciousness of the donor.

Members of A.N.A. Rap Young Report

200 Advertisers Decide Upon Own Study of Agency Fees

DISCLAIMING any official connection with the Young report on advertising agency compensation (see BROADCASTING, June 1), more than 200 members of the Association of National Advertisers, in a closed meeting at New York June 8, unanimously voted for a further examination of the subject. The report had upheld the present method of agency compensation, stating that the 15 per cent rate is not excessive for the structure as a whole and recommending that all advertisers and all publishers should bear in proportion to volume a share of both the direct and indirect costs of the structure.

The report was published in book form May 27 by the University of Chicago Press. It is the work of James W. Young, professor of busness history and advertising of the University of Chicago and former vice president in charge of the Chicago office of J. Walter Thompson Co. The study was made upon requests of the A. A. A. and the A. N. A.

Except for word that the A. N. A. meeting also discussed federal legislation on advertising, including the proposed revision of the food and drug laws, the association issued only the following statement after its closed session:

"The so-called Young report on agency compensation in relation to the total cost of advertising was discussed at length. It was the sense of members that the report could not be accepted without further investigation because the range and amount of data presented did not appear to support the conclusions.

"By unanimous vote, the membership referred the report to the executive committee of the board of directors, directing them to appoint such person or persons as is deemed necessary to further examine the subject-matter and to secure further data.

"In the course of the meeting, the fact was brought out that the Association of National Advertisers had no official connection with the report."

Dr. Levy Honored

AN HONORARY degree of Doctor of Science was conferred upon Dr. Leon Levy, president of WCAU, Philadelphia, and a director of CBS, at commencement exercises of Pennsylvania Military College June 6. It was one of the first such honors ever bestowed "in recognition of radio." Others who were awarded honorary degrees at the same time were Secretary of War Dern and Senator Reed of Pennsylvania.

WPTF Gets 5 kw.

WPTF, Raleigh, N. C., was authorized by the Radio Commission June 9 to increase its power from 1 to 5 kw., and to install new equipment. The decision terminated a three-year effort.

Radio Advertisers Show Greatest Gain Or Less Loss in 1931-32 Retrenchment

Broadcast Sponsors Earn Half of '31 Profits in '32 While Non-Radio Users Suffer Heavy Losses

STATISTICAL proof that radio advertising paid generous dividends to its sponsors during the greatest depression period 1931-32 is offered by John J. Karol, CBS director of market research, after an analysis of profits and losses of the nation's leading advertisers as reported by PRINTERS' INK.

Reports from 320 leading national advertisers, representing practically every basic industry in the United States, form the basis for Mr. Karol's analyses. For the purpose of comparison he divided them into two major groups: (1) those which had been among the leading 150 national magazine advertisers in 1931 or 1932—plus any companies which had used radio network advertising in 1931 or 1932, and (2) all other companies. The first group numbered 126 and the second 194, though a subsequent analysis for another table added ten advertisers to the first group.

Radio's Return

WHILE profits in 1932 were only about 30 per cent of those in 1931, the analyses show that radio users earned approximately 50 per cent of 1931 profits as against net deficits for non-radio users and that those radio advertisers which incurred deficits lost less than in the preceding year.

Companies using radio in both 1931 and 1932 netted 52.8 per cent profits in 1932 as compared with 1931 earnings, whereas non-radio users suffered losses equal to about half of their 1931 earnings.

A detailed analysis of the 136 companies which used radio and other media in 1931 or 1932 or both reveals that 71 which used network broadcasts in 1932 earned 56.3 per cent of 1931 profits as against 40.7 per cent for 65 non-radio users.

An analysis of 320 advertisers reporting shows that they earned but 29.3 per cent of 1931 profits in 1932. This percentage is evolved from the following facts: 197 firms earned $988,785,391 in 1931, while 123 companies lost $249,190,319, leaving net profits for the 320 of $739,595,072. In 1932, 147 firms earned $605,670,823, while 173 lost $389,232,750, leaving net earnings of $216,438,073 or 29.3 per cent of 1931 profits.

All Advertising Slumps

OF THIS group, *126* are labelled "outstanding national magazine and network broadcast advertisers" (these figures were compiled before a subsequent report of additional advertisers to PRINTERS' INK brought this group to 136 as analyzed in another table).

Ninety-four of the 126 earned $832,682,524 in 1931, while 32 lost $113,595,280, making net profits of $719,087,244. In 1932, 77 earned $527,629,344, while 49 lost $162,372,855, bringing the net earnings to $365,256,489 or 50.8 per cent of 1931 profits.

Other leading advertisers, 194, suffered a huge deficit: 103 earned $156,102,867 in 1931, while 91 lost $135,595,039, leaving net profits of $20,507,828. In 1932, however, 70 earned but $78,041,479, while 124 lost $226,859,895, making a net deficit of $148,818,416.

The subsequent analysis of the leading national advertisers, increased from 126 to 136 by later reports, reveals the following facts:

Fifty-six radio users earned $510,847,536 in 1931, while 15 lost $63,867,329, with a net gain of $446,980,207. In 1932, 52 radio users earned $306,248,115, while 19 lost $54,707,401, a net gain of $251,540,714 or 56.3 per cent of 1931 profits.

Those Who Lost

OF 65 non-radio users, 42 earned $347,742,294 in 1931, while 23 lost $67,955,981 leaving net earnings of $279,786,313. In 1932, 30 non-radio users earned $242,777,211, while 35 lost $128,809,530, making net profits $113,967,681 or 40.7 per cent of 1931 profits.

Of 45 companies which did not use radio in either 1931 or 1932, 31 earned $85,046,498 in 1931, while 14 lost $43,789,486, making net gains of $41,257,012. In the following year 22 earned $39,351,794, while 23 lost $86,039,793, making the total loss $46,687,999.

A similar survey of 1930-31 profits is even more convincing as to the value of radio advertising in times of economic stress. These figures reveal that national advertisers using radio conserved nearly three times as much of their 1930 profits during 1931 as did the entire group of non-radio advertisers.

1931 earnings of the 234 non-radio advertisers were slightly over one-fifth, or just 22 per cent, of 1930 profits, whereas 1931 earnings of 87 radio advertisers were more than three-fifths, or 63 per cent, of 1930 profits.

Value of Consistency

AN EVEN more arresting comparison is presented between consistent radio users (those who were on the air in 1931 and 1932 both) and non-radio users. Fifty-four such consistent radio advertisers earned more than two-thirds, or 68 per cent, of 1930 earnings in 1931 as against the 22 per cent of 234 non-radio users.

The effect of discontinuing use of radio is shown by Mr. Karol in a final analysis of the 1930-31 figures. Sixteen radio users went off the air in 1931 after using radio in 1930—and lost 74 per cent of their 1930 profits. Four of these advertisers finished 1930 (using radio) with substantial profits but ended 1931 (after discontinuing radio) with sizable deficits.

BESIDES selling Pepsodent toothpaste and antiseptic, Amos 'n' Andy and the Goldbergs are now being called upon to introduce a new product of the Pepsodent Co., called Junis Facial Cream.

PIPE ORGAN WINS

Program-Type Popularity Vote In Northwest Area

THE PIPE ORGAN won a program-type popularity contest conducted by General Mills, Inc., Minneapolis (Gold Medal Flour, Bisquick, Wheaties, etc.) with a tie-in with 30 newspapers in the northwest. The contest was started to inaugurate an experimental series of eight programs over WCCO, Minneapolis, and KSTP, St. Paul. (See June 1 issue of BROADCASTING.)

E. H. Gammons, general manager of WCCO, stated that "unquestionably the vote was influenced somewhat by the fact that for over two years the Gold Medal Fast Freight program, featuring Eddie Dunstedter at the pipe organ and the Wheaties Quartet, was one of the big features from this station." Erwin, Wasey & Co. handles the Gold Medal account.

Following are the program types as chosen by the newspaper balloting (Metropolitan area includes ballots from Minneapolis, St. Paul, Duluth and Superior):

	Total	Metropolitan Area	Outside
Pipe organ	534	326	193
Male quartet	519	286	212
Old Time Band	417	229	179
Class. Symphony	406	262	138
Vocal soloist (male)	393	252	134
Humorous dialogue	374	204	158
Dance orchestra	345	188	136
Dramatic skit	317	184	121
Blues Singer	142	77	57
Girls' trio	124	54	61
Vocal soloist (female)	127	89	38
Total returns	825	503	322

Public Affairs Institute Widens Scope as World Committee is Organized

EXPANSION of the scope of the Public Affairs Institute, under whose auspices leaders of American and European thought have been presented on the radio for the last two years, has been started with the formation of an international committee on broadcasting organized to stimulate more exchanges of transoceanic informative and non-partisan broadcasts. The United States will be represented by a committee of seven headed by Dr. Nicholas Murray Butler, president of Columbia University.

Executive secretary of Dr. Butler's committee is Frederic A. Willis, CBS educational director, and the executive secretary of the committee for Europe is Cesar Saerchinger, CBS European representative. Serving with Dr. Butler are Hamilton Fish Armstrong, director of the Council on Foreign Relations; Allen Welsh Dulles, now in London as counsel to the American delegates at the World Economic Conference; Henry P. Fletcher, former chairman of the U. S. Tariff Commission and former American Ambassador to Italy, Mexico and Belgium; Thomas W. Lamont, banker, and John L. Merrill, president of All - America Cables and president of the Pan American Society.

Commission Won't Quit

(*Continued from page 12*)

Commission meetings also will be held twice weekly. When a quorum (three members) is not present, the actions taken at such meetings will be subject to ratification by a quorum at the next regular meeting.

Will Cut Force

PLANS for reduction of the Commission's force, notably in the field, are being held in abeyance because of Congressional delays in acting on the independent offices bill, which embodies Commission appropriations. Once the measure is finally passed and signed by President Roosevelt, it is expected that dismissals and changes will be announced.

It is understood that two new appointments will be made to the legal division to complete its organization. Judge John Wesley Weeks, of Decatur, Ga., at present judge of the Juvenile Court of DeKalb County, is slated for appointment to the senior post, which pays $4,600 annually. He is 30 years old and a Democrat.

The other appointee may be Milus A. Nisbet, of Tennessee, formerly secretary to Senator McKellar, (D.), Tennessee, and now employed by the Murray Rubber Co., of Trenton, N. J., as treasurer and credit manager. The post he seeks pays $3,800. He is 46 years old and a Democrat.

Lucky Strike Ends

AMERICAN TOBACCO Company's Lucky Strike series ends on the NBC network June 29 when Jack Pearl gives his last "Baron Munchausen" show before going to Hollywood. Lord & Thomas, New York, the agency, has an option to renew Jack Pearl Oct. 5 which will probably be exercised. With the withdrawal of Jack Pearl, the last hour of the three-hour weekly series of Lucky Strike programs is dropped, but reliable reports in New York are to the effect that Lucky Strike will be back on the air in as big a way as ever this autumn. NBC's only cigarette account is now Philip Morris, while CBS has Chesterfield and Old Gold.

Maj. Murray Returns

MAJ. GLADSTONE MURRAY, director of publications for the British Broadcasting Corp., which publishes three radio weeklies, sailed for England June 10 after spending two months in Ottawa aiding the Canadian Broadcasting Commission in its task of reorganizing the Dominion's radio system. Reports current in England that he would be "loaned" permanently to Canada have been definitely discounted. While in New York, Maj. Murray was heard over both NBC and CBS networks.

KTAT, Fort Worth, formerly dividing time with WCAO, Waco, Tex., has secured full time on 1240 kc., while WACO goes to a new limited time schedule on 1420 kc.

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Eastern Representative: The Spencer Young Co., 299 Madison Ave., Murray Hill 2-5279, New York City
Western Representative: Warwick S. Carpenter, 29 E. de la Guerra, Santa Barbara, Cal.

And Still They Come

NO LESS an important national newspaper advertiser and former network advertiser than McFadden Publications, Inc., New York, publishers of TRUE STORY Magazine and former sponsors of the True Story periods, is one of the latest to make radio stations one of those "free offers" that are the bane of almost every station manager's mail.

Writing to stations June 1, S. W. Hennessey remarks on the "never-ceasing flow of letters from radio fans asking if, and when, this feature [the True Story Hour] will be resumed." McFadden had not planned, he adds, to resume its broadcasts, but is willing to furnish "without charge" any station that will send the prepaid postcard back "with electrical transcriptions or brief scripts that they could produce locally." Stations are asked to reply whether 15 or 30-minute broadcasts would be "best suited to your needs."

Coming along with every conceivable kind of per inquiry offer, this no-pay no-charge scheme is simply another "chisel" of radio station time. Of course, McFadden Publications intends to insert its commercial plugs in the transcription or script copy, and of course it will get the benefit of advertising among those who send that "never-ceasing flow of letters." But where does the station come in? Is time to be held so cheap, even by little stations that are hard put to it to fill their hours on the air, that they will accept free advertising?

If their time is worth nothing in compensation from an important national advertiser like McFadden, how can they expect to collect for it from other national advertisers or even from their local advertisers?

A Needed Reform

SOMETHING should be done, once and for all, about the needless waste of time and money at futile hearings before the Radio Commission. There are necessary hearings, of course, involving bona fide applications, but the sessions in Washington on frivolous applications constitute a burden almost without parallel in governmental administration. Money that might better be spent for improvement of programs is veritably "poured down a rat hole" by broadcasters hailed to Washington on the slightest provocation to defend their facilities. Taxpayers' money likewise is wasted by the needless demands upon Commission's time.

In the majority of instances the applicant never gets to hearing, but the respondent stations must prepare their cases anyway and the Commission must build its case. In some 25 per cent, the applicants default by failure to show up at hearings.

The Commission thinks a change in the law is necessary. A provision might be included authorizing assessment of cost against the unsuccessful applicants. That would throttle all financially incompetent applicants. Applicants might also be required to post bonds with the Commission to show their good faith and defray hearing costs. Three-year licenses, instead of the present six-month terms, would do much to make stations less vulnerable to attack.

"The radio, too, plays no inconsiderable part in building a new national nervous system, or, to avoid the appearance of humor, a new national nerve system."—Raymond Moley, Assistant Secretary of State, in his first syndicated article June 4.

Stuff and Nonsense

FROM THE DEPTHS of his knowledge of radio, gleaned as chairman of the American Newspaper Publishers Association committee that resolved against radio recently, the publisher of the RICHMOND (Ind.) PALLADIUM, E. H. Harris, naively tells the National Editorial Association convention at Indianapolis early this month that "in the granting of cleared or regional channels to any individual company, a natural monopoly is created *because no other person or company can use that channel and the licensees have full and exclusive rights to its uses at all times.*"

He goes on to say that since radio is "a virtual monopoly", the press remains the only medium functioning in the interests of free speech and the rights of the people.

How stupid and ridiculous! As if there were no Radio Commission to answer to the people by requiring that the radio waves be used for all-around services "in the public interest." As if practically all comers cannot use radio networks and stations for bona fide public service, educational, political and commercial messages. As if the men who operate American broadcasting did not create and develop that medium without such artificial aids as mailing subsidies. As if free speech is abridged on the radio as completely as it is by partisan Republican or Democratic newspapers—by newspapers, indeed, that under their unwritten law will never carry news stories about libel suits instituted against themselves or even against their rivals.

Of course, it was to be expected that the Associated Press would transmit far and wide Mr. Harris' words of wisdom in order to hit at radio again. As for implications against national chain broadcasting, Mr. Harris and his cohorts must remember that the networks serve radio stations exactly as the press associations serve newspapers; any station can broadcast or reject what they please, just as his own newspaper can publish any part of the A. P. news report it pleases. The analogy is precise; if the networks do own or operate a number of stations directly and serve them along with other variously owned stations, is there any difference in this than that the same interests that own the United Press—Scripps-Howard—should also publish a string of 24 newspapers in as many cities? Nor should Mr. Harris forget that some 100 radio stations in the United States are owned and operated by newspapers, which regard them as highly prized adjuncts.

The RADIO BOOK SHELF

FRANK A. ARNOLD, for six years director of development of NBC and now vice-president of Albert Frank-Guenther Law, Inc., New York agency, in his new Television Edition of *Broadcast Advertising* just off the press (John Wiley & Sons, $3), has the following to say relative to the way in which advertising will be done in 1940:

"We are undergoing a renaissance in advertising. The advent and development of broadcasting is only one of the elements that are going to make the advertising of the future one of the greatest and most important factors in our social and economic structure. No longer, after the advent of television, will it be necessary for the salesman to make a long and expensive trip across the continent, when by the combined used of broadcasting and television in whatever perfected shape may apply, he can arrange to broadcast his samples to San Francisco, accompanying them by a description of their advantages and merits, laying the whole thing down before a group of potential buyers thousands of miles away.

"Millions of people have never seen Rudy Vallee or B. A. Rolfe, or any one of the many great orchestral leaders. In 1940 every owner of the new-style music box will be able to make the acquaintance of these great musical leaders, thereby adding tremendously to his appreciation of music of all kinds."

A NEWSPAPERMAN with a fresh and fair viewpoint—having had no close affiliation with radio whatever—discourses on "The Coming Fight over News" in its relation to radio in the June OUTLOOK, edited by Alfred E. Smith. The author of this first article of a series, later to be published in book form by the McGraw-Hill Publishing Co., is Allen Raymond, former London correspondent of the NEW YORK TIMES, and now on the staff of the NEW YORK HERALD-TRIBUNE. He sees radio news leading in the future to fewer newspapers, but, he adds, there "ought to be better ones." Radio is regarded primarily as a medium of entertainment, but its social force is by no means discounted in this unbiased appraisal.

A TEXTBOOK setting forth the principles of efficient grocery merchandising has been prepared and issued by the Department of Commerce under the title of "Aids to Retail Grocery Profits". The book was prepared by Edwin B. George, chief of the marketing service division, and Hunter P. Mulford and Arthur A. Kimball, of the merchandising research division. It is on sale by the Superintendent of Documents, Government Printing Office, or at district offices of the Department of Commerce for 10 cents a copy.

We Pay Our Respects to—

SAM PICKARD

STATION manager, Radio Commission secretary, Radio Commissioner and executive of a nationwide network—those are the milestones in the radio career of Sam Pickard, vice president of CBS in charge of station relations, and one of American radio's outstanding personalities.

Today Sam Pickard is on a well-earned vacation with his family. On June 1 he began a three-month leave of absence to "play around" in Florida before embarking on a tour of Europe with Mrs. Pickard. War wounds left him in rather frail health and he hopes to return to CBS next fall sufficiently robust to tackle the business of the new radio year. In the interim his work will be handled largely by H. V. Akerberg.

Sam is another of radio's real pioneers. An adventurer at heart, he just naturally "took" to broadcasting when it was still an experiment. There had been plenty of thrill and adventure for him before he invaded radio, however—adventure as a small-town newspaper editor, as a war flyer, as barnstorming aviator, and as a government official.

A retiring—almost shy—manner and everlasting good nature would tend to hide Sam Pickard's attainments as a business man. He has watched CBS grow from 14 stations to more than 80, himself arranging the affiliation of many of them with the network. He personally is interested in several stations, and is better than well-to-do as a result of prudent investment.

Still on the sunny-side of 40, Sam Pickard was born in Creston, Wyoming, Dec. 1, 1896, the son of Mr. and Mrs. Charles C. Pickard. His father now resides in Kansas City, and is in the real estate and investment business.

After attending country schools in Iowa, he went to the Seymour (Ia.) high school, and then to the University of Kansas, where he was graduated in 1916 with a B.S. degree. During his college days he served as editor of the school paper. When he left college at 19, he joined the Aurora (Mo.) DAILY LIGHT as its editor.

In 1917 he enlisted in the Army Air Service and was trained with the Royal Flying Corps, at Toronto, Canada. Assigned to the 166th Squadron as a first lieutenant, he saw plenty of action as a lad of 20 in the Argonne sector in France. Eleven days before the Armistice was signed, his plane was shot down in an engagement with Baron Richtofen's famous squadron. His observer was killed, and he was severely wounded—the only surviving pilot out of a combat group of seven. He lay in a hospital, first in France, and then here, for more than a year before being discharged from the service.

After his convalescence, in 1919, Pickard returned to the middle west and became a commercial and acrobatic flyer, putting on exhibitions at fairs and the like. In the summer of 1919, he met Francke Palmer, of Springfield, Mo. A five-day romance ended in marriage, in their barnstorming airplane 2,000 feet above a Missouri County fair—one of the first of these novel "airplane marriages." Their plane immediately was dubbed the "Honeymoon Express".

With the responsibilities of married life, Pickard started an airplane pilots' school at Kansas City in 1921, also forming the National Airplane Co. to train pilots and mechanics and sell ships. The depression of 1921, however, proved too much, so Pickard joined the Kansas State Agricultural College as publicity director. His job was to get news, mainly market news, to farmers. Radio was just beginning. The college was interested in radio and in the fall of 1921 the state legislature appropriated $25,000 for a station. W. M. Jardine, later to become Secretary of Agriculture during the Coolidge administration, was president of the college and turned over to Pickard the job of establishing the first College of the Air. Station KSAC proved a great success.

When Mr. Jardine had become Secretary of Agriculture, he called for Mr. Pickard in 1925 to join him in Washington to organize a broadcasting service for the department. When the Radio Commission was established Feb. 23, 1927, he was borrowed to help in its organization. He became its first secretary and resigned from the Department of Agriculture.

Henry A. Bellows, now associated with Pickard as a CBS vice president, resigned as Radio Commissioner for the fourth or middle western zone in the fall of 1927. Despite his youth, Pickard, a Democrat, was appointed as his successor. He served until Feb. 1, 1929, resigning to join CBS.

The Pickards have two children, Sam, Jr., 12, and Patricia, 2½. They reside at Larchmont, New York, and have a winter place in Florida. Mr. Pickard is a member of the Sigma Delta Chi, Alpha Zeta and Pi Kappa Alpha fraternities, the National Press Club of Washington, the Shore Club of Larchmont. He attends the Christian (Disciples) Church. Boating, fishing and swimming are his favorite sports.

PERSONAL NOTES

DIRECTORS of three Florida NBC stations—W. Walter Tison, WFLA-WSUN; Jesse Jay, WIOD, and Jack Hopkins, WJAX,—spent several days in June visiting WCOA, Pensacola; WODX, Mobile; WJDX, Jackson, and WSMB, New Orleans, to discuss their network relations.

HART JENKS, of KOIL, Council Bluffs-Omaha, has been carrying forward the course in radio broadcasting at Omaha Municipal University which was started last year by John Henry, KOIL manager.

W. SCOTT, formerly with KOY and KTAR, Phoenix, has joined the sales force of KFOX, Long Beach, Cal. Clyde Warner, former sales manager for KFOX, has been appointed manager of the new Los Angeles office of the station at 815 Spring Arcade Bldg.

E. F. STEVENS, Jr., former vice president and sales manager of Brunswick Record Corp., has been appointed general sales manager of Columbia Phonograph Co., New York.

FIVE BABIES increase the rising generation at KSTP, St. Paul, the following having become fathers in the last few months: Stanley E. Hubbard, general manager; Ford Billings, sales manager; John Wald, announcer; Fred de Beaubian, control room, and Mike Fadell, publicity.

LLOYD Wagner, formerly of the MINNEAPOLIS JOURNAL; Frank Henderson, recently with Philco sales, and Hy Johnson, formerly with the St. Paul Lincoln dealer, have been added to the sales staff of KSTP, St. Paul.

EVERETT OLSEN, for nine years with the copy department of Brown & Bigelow, St. Paul, has joined KSTP to create special merchandising plans and programs for clients of that station.

BORN, to Mr. and Mrs. William Holland (commercial department of WCKY, Covington, Ky.) a son, late in May.

W. R. FRASER is the newly appointed manager of KROW, Oakland, succeeding W. A. Miller. W. R. Sherwood continues as production manager.

J. CLARENCE MYERS has been named San Francisco office manager of KQW, San Jose, Cal.

GREEN ADAIR, former salesman of WGST, Atlanta, has been promoted to station manager, succeeding Loren L. Watson.

HOMER HOGAN, manager of KYW, Chicago, has been named president of the Chicago Association of Broadcasters to succeed William S. Hedges, former manager of WMAQ who has gone to KDKA, Pittsburgh, in a similar capacity.

EDGAR L. BILL, president and manager of WMBD, Peoria, Ill., has been named vice president of the Peoria Advertising & Selling Club.

EVERETT C. WHITMYRE, formerly of the UTICA OBSERVER-DISPATCH, has been appointed manager of WIBX, Utica, N. Y.

W. AUSTIN CAMPBELL, formerly head of his own advertising agency in Los Angeles, on June 1 became general manager of KMTR, Hollywood.

A. CORENSON, who has controlled sales time on KELW, Burbank, Cal., for the last two years, left June 1 on a trip to New York and Washington.

WALLACE I. WEBB, formerly associated with eastern stations, became commercial manager of KMPC, Beverly Hills, Cal., late in May.

JAMES DIGNAN, formerly in the advertising department of the LOS ANGELES EXPRESS (now merged with the HERALD), has joined the sales staff of KHJ, Los Angeles.

BORN to Mr. and Mrs. Fred Stone, a son, Frederic, Jr., May 14. Mr. Stone is program director of WSPD, Toledo.

CHARLES W. TAYLOR, formerly representing eastern hardware lines as a manufacturers representative, has been added to the commercial department of KTM, Los Angeles.

WHITNEY DOWNS, former resort advertising manager for the LOS ANGELES EXPRESS, has joined the sales staff of KFWB, Hollywood.

BEHIND THE MICROPHONE

HOWARD NEUMILLER, musical director for the Chicago studios of CBS, leaves June 16 for Europe on a two-months leave of absence during which he expects to arrange broadcasts of the music festivals in Bayreuth, Munich and Salzburg by short wave to America. He will also attend the London premiere of the Boswell Sisters. He sails on the "Duchess of Richmond" from Montreal.

HAROLD BOCK, San Francisco correspondent of BROADCASTING, has been appointed News Reporter of KTA, San Francisco, succeeding Darrell Donnell who has joined KFRC as news broadcaster for the SAN FRANCISCO EXAMINER.

EDWARD LAUX, former announcer of WAAM, Newark, a brother of France Laux, sports announcer of KMOX, St. Louis, has been promoted to program director. WAAM also announces the appointment of Ted Webbe, formerly of WODA, Paterson, N. J., as an announcer.

JOHN S. YOUNG, NBC announcer and a winner of the National Academy of Arts and Letters diction award, has been given an LL.D. degree by St. Benedict's College, Atchison, Kans., in recognition of his announcing of Catholic programs.

CHARLES BRADSHAW, onetime music director of KFWB, Hollywood, but more recently arranger for KHJ, Los Angeles, on June 15 became official arranger for orchestras at the Ambassador Hotel's famed Cocoanut Grove. Abe Lyman's band is scheduled to move into the grove this month.

MYRON J. BENNETT has rejoined the announcing staff of KFYR, Bismarck, N. D.

CHARLES CONCANNON, formerly of KYA and KJR, San Francisco, has joined KJBS as announcer.

FREDERICK V. BOWERS, California composer, late in May staged a Victor Herbert testimonial party at the Ambassador Hotel with Victor Herbert, Jr., as honor guest. KFI broadcast the program. The committee in charge included Raymond Paige, KHJ music director; Charles Shepherd, KFI music director; John Philip Sousa, Jr.; Carrie Jacobs Bond and Ernest R. Ball, Jr.

FAY KRENITZ, secretary to A. A. Cormier, sales director of WOR, Newark, leaves WOR this month to be married to F. A. Franklin, an executive of the Commercial Investment Trust, early in July. They will honeymoon on the Riviera.

WARD STEPHENS, internationally famous organist, composer and conductor of orchestral and choral music, has been engaged as staff organist by WINS, New York, and will play the Sunday and evening recitals originating in the rotunda of the Roxy Theatre.

ADOLPHE DUMONT, Chicago orchestra conductor who has been heard in numerous network commercial broadcasts, has been appointed to the musical staff of WGN, Chicago, to conduct the station's concert orchestra, which has been increased to 20 pieces.

CHUCK AND RAY, harmony duo on NBC and Chicago stations, and Freddie Rose, pianist and Chicago radio veteran, have joined the staff of WSM, Nashville.

MERTON BORIES and Jess Norman, both formerly of KPO, San Francisco, have joined KTAB, in the same city.

ELINORE MERRIT, of the NBC Chicago audience mail staff, will be married to Reed M. Haythorne, of San Antonio, June 19, in Fairbury, Ill.

JACK COSTELLO, formerly of KFJN, Grand Forks, N. D., has joined KSTP, St. Paul, as announcer, replacing William Davidson, who has gone to Los Angeles.

IN THE CONTROL ROOM

AMATEUR radio's code speed champion of the world will be picked during the annual convention of the American Radio Relay League at the Century of Progress Exposition in Chicago, Aug. 3, 4 and 5. Exposition officials have donated a silver loving cup as the prize.

IVAN EREMEEFF, Russian physicist, is conducting experiments on photoelectric musical instruments in the laboratory constructed in the new WCAU Bldg., Philadelphia, for Leopold Stokowski, conductor of the Philadelphia Orchestra.

ELLERY M. PLOTZ, former transmission engineer of KYW, Chicago, has been appointed transmission engineer of WBBM, Chicago, by Frank Falknor, chief engineer.

"WINDY" GUNTHER, former chief engineer of WJKS, Gary, Ind., has been transferred to WJJD, Chicago, in the same capacity by Ralph Atlass, operator of both stations.

J. E. MILLER, technician at KFOX, Long Beach, Cal., was seriously injured late in May by a hit-and-run driver. Although suffering a fractured skull, a broken arm and a fractured nose, he expects to be back on the job by July.

LYNN SMEBY, chief engineer of KSTP, St. Paul, joined the Hole-in-One Club at the Hill Top Course in Minneapolis in May on the 140-yard drive.

JOE H. MITCHELL, for eight years in the Navy, has been appointed chief operator of WFLA-WSUN, Clearwater, Fla.

BORN, to Mr. and Mrs. Harold See, a baby girl, May 30. Mr. See is a field engineer on the NBC New York staff.

Radio Philanthropy

WOR, Newark, gained an altruistic sponsor and a poor boy got a Boy Scout uniform as the result of an appeal broadcast by Ben Sweetland during a daily sustaining program of advice and practical information, titled "Human Understanding." The day after he called attention to a boy who was unable to buy a scout uniform, Mr. Sweetland received a check from James H. R. Cromwell, vice president of the Peerless Motor Car Co. Upon learning that the program, which he followed daily, was on a sustaining basis, Mr. Cromwell arranged for its sponsorship to insure its continuance.

Upholds Tradition

TRUE to tradition that the "show must go on", Cleo W. Thatcher, field engineer of the NBC Chicago division, injured with Vincent Pelletier, announcer, en route to a Chicago suburban roadhouse for a late evening dance pickup, insisted on setting up his equipment and phoning the studios of the accident before he would submit to being taken to a hospital. Thatcher suffered a broken rib, dislocated shoulder and torn ligament when his car, driven by Mrs. Thatcher, was turned over after another car crashed into it. Pelletier received injuries to his skull and was in St. Francis Hospital, Evanston, for a week. Mrs. Thatcher escaped with minor bruises.

Radio Program Offices

OFFICES of the Radio Program Foundation, of which Oswald F. Schuette is president, have been established in the National Press Building, adjacent to the headquarters of NAB. The Foundation, created by the NAB ultimately to relieve the industry from its dependence upon the American Society of Composers, Authors and Publishers, now is arranging for performing rights to music outside the ASCAP fold.

I. R. E. Nominates Jansky, Van Dyck

C. M. JANSKY, Jr., consulting radio engineer of Washington, and A. F. Van Dyck, chief engineer of the patent department of RCA, have been nominated for the presidency of the Institute of Radio Engineers. Election will be by mail balloting this fall. L. M. Hull, president of Radio Frequency Laboratories, Boonton, N. J., is the incumbent president.

Nominated for vice president are Blath. van der Pol, Holland, and Hidetsugu Yagi, Japan. Nominated for the three vacancies on the board of directors are Alfred N. Goldsmith and J. V. L. Hogan, both consulting radio engineers of New York; E. R. Shute, Western Union; J. C. Warner and W. C. White, General Electric, and William Wilson, Bell Laboratories.

NAB Engineer Section, I.R.E. Meet in Chicago

TECHNICAL problems of interest to broadcasting stations are on the agenda of the NAB engineering section meeting to be held at the Sherman Hotel, Chicago, June 26. The Institute of Radio Engineers holds its convention there at the same time. To begin at 9:30 a.m., the conference will be presided over by J. A. Chambers, WLW-WSAI, Cincinnati, section chairman. Dr. C. B. Jolliffe, chief engineer of the Commission, is expected to attend.

The program includes:

Need for Standards in Broadcast Practice, led by E. L. Nelson, Bell Telephone Laboratories.

Progress in Antenna Development, led by Walter C. Evans, manager of radio, Westinghouse.

Present Status of Television, led by L. F. Jones, RCA Victor Co.

Synchronous Operation of Broadcast Stations, led by C. B. Aiken, Bell Telephone Laboratories.

Technical Aspects of North American Radio Conference, led by James W. Baldwin, NAB.

Professional Ethics, led by J. A. Chambers.

NAB Engineering Service, led by J. C. McNary, NAB.

Acoustics and Studios, led by J. G. Leitch, WCAU.

Evaluation of Frequencies, led by Dr. J. H. Dellinger, Bureau of Standards.

Power Increases for Local and Regional Stations, led by W. C. Bridges, WEBC.

The AA★

OF RADIO ADVERTISING

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KANSAS CITY JOURNAL-POST
NAZIS LAY CONTROLLING HAND ON INDUSTRY
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PLUS Actual Merchandising Service!

You can't get "AA" just by having more power and better reception . . . you need consistently superior entertainment, both studio and national chain . . . and your programs must be built up through newspaper publicity, air publicity, billboard tie-ups and actual merchandising and survey work. You can get all this when you use KMBC—first in the hearts of the heart of America . . . where retail sales are $488 per capita (highest in U.S.A.) against national average of $230. Are you getting your share?

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New York Office: 17 E. 49th St. Phone Eldorado 5-5070

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KMBC

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RCA

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SUBSIDIARY

66 BROAD STREET NEW YORK, N. Y.

SHREWD SPACE BUYERS

SELECT

BROADCASTING

combined with

Broadcast Advertising

For Complete Coverage of Advertising Agencies, National Radio Advertisers, Transcription Companies, Radio Stations and all other Elements that Make Up the Radio Broadcasting Industry

TODAY'S space buyer must be exceedingly careful in the selection of media for the advertising of his client, as every advertising dollar spent must produce inquiries which will lead to sales. One medium today must do the job of three or even four of a year or so ago.

Space buyers know that BROADCASTING has nearly 100% coverage of its field and a reader acceptance which produces RESULTS. This accounts for the fact that BROADCASTING today is carrying the major portion of advertising from the radio field addressed to advertising agencies, national radio advertisers, radio station owners, managers and chief engineers.

In spending your promotion dollar concentrate your effort in a proved medium. . . . Concentrated effort in BROADCASTING assures you complete coverage at minimum cost.

REMEMBER . . .

Actual tests have proved BROADCASTING *the outstanding advertising medium in its field.*

BROADCASTING

Broadcast Advertising

NATIONAL PRESS BLDG. WASHINGTON, D. C.

IT IS SIGNIFICANT

that these 40 Advertising Agencies have selected BROADCASTING as a profitable medium for their clients:

N. W. Ayer & Son, Inc.
Beaumont & Hohman
Buchanan-Thomas Advertising Co.
Campbell-Ewald Co.
Cecil, Warwick and Cecil, Inc.
Cockfield-Brown & Co.
Coolidge Advertising Co.
David, Inc.
Denhard, Pfeiffer & Wells, Inc.
Earnshaw-Young, Inc.
Empire Advertising Service
Fairall & Co.
Fitzgerald Advertising Agency, Inc.
Harold D. Frazee & Co.
Harry M. Frost Co., Inc.
Fuller & Smith & Ross, Inc.
Grace & Holliday
Joseph Green, Inc.
Hoyt, Martin & Massey, Inc.
Husband & Thomas Co., Inc.
H. E. Lesan Co.
Austin C. Lescarboura & Staff
Logan & Stebbins
Lord & Thomas
Mace Advertising Agency
Marschalk and Pratt, Inc.
Millar Advertising Agency, Inc.
Needham & Grohmann, Inc.
Newell-Emmett Co., Inc.
Platt-Forbes, Inc.
Procter & Collier Co., Inc.
R. W. Sayre Co.
A. T. Rourke Co., Inc.
J. L. S. Scrymgeour
Smith & Drum, Inc.
Smith-Patterson-Allen, Inc.
Stewart, Hanford & Frohman, Inc.
John D. Williams & Co.
C. C. Winningham, Inc.
Frederick W. Ziv, Inc.

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

KSTP, St. Paul, reports the following accounts: Curtiss Candy Co., Chicago, time signals, daily except Sundays, 52 weeks, direct; Detroit White Lead Works, Chicago (paints) 4 time signals weekly, 13 weeks, through Henri, Hurst & McDonald, Chicago; General Mills, Inc., Minneapolis, "Gold Medal Fast Freight," studio programs, once weekly, 8 weeks, through the McCord Co. Minneapolis; Germania Tea Co., Minneapolis (herb tea) five announcements weekly, indefinite period, through Heath-Seehof, Inc., Chicago; Governor Clinton Hotel, New York, 6 weekly weather reports, 13 weeks, through Rose-Martin, Inc., New York; Iodent Chemical Co., Detroit, "Black and Blue" transcriptions, 3 times weekly, 52 weeks, through Maxon, Inc., Detroit; A. J. Krank Co., St. Paul (cosmetics) character analysis program, 3 times weekly, 13 weeks, through David, Inc., St. Paul; Marcus Lesoine, Inc. San Francisco (Lavalon hair rinse) one transcription weekly, 26 times, through Erwin, Wasey & Co., San Francisco; National Oil Products Co., Harrison, N. J. (Admiracion shampoo), two 5-minute transcriptions weekly, 30 weeks, through Charles Dallas Reach, Newark; Odol Co., Chicago (mouth wash) "Chandu transcriptions, 5 weekly, 52 weeks, direct; Thompson & Taylor, Chicago (root beer), 7 time signals weekly, 6 weeks, through Mason Warner Co., Chicago; United Remedies, Chicago (Kolor-Bak), 6 announcements weekly, indefinite period, through Heath-Seehof, Inc., Chicago.

WFLA-WSUN, Clearwater, Fla., reports the following accounts: Walker Brokerage Co., Tampa (Calo dog food), 3 announcements weekly, 13 weeks, direct; Stanback Co., Salisbury, N. C. (headache powder), 3 announcements weekly, 52 weeks, direct; Crazy Crystals, 3 transcriptions weekly, 52 weeks, direct; also announcements for Hav-A-Tampa Cigar Co., 6 weekly, 39 weeks, direct; Fumigators International, New York (storage), 6 weekly, 13 weeks, direct; Boyce Sayne Co., Orlando, Fla. (Blue Heron soap) 6 weekly, 52 weeks, direct; Beechnut Packing Co., 3 weekly, 39 weeks, through SHB.

THE GREAT Atlantic & Pacific Tea Co. is sponsoring a new series of programs on WJR, Detroit, with the aim of reaching boys between 10 and 16 years of age. Stories taken from Indian lore are told by Lieut. Jack Rohr every evening except Sunday at 6:30 p.m. with a special Saturday morning broadcast. A contest will be staged later, with 150 winners being given a free 10-day trip to the World's Fair, Chicago.

KTM, Los Angeles, reports the following accounts: Interstate Transit Lines and Columbia Pacific Nite Coach Lines, Inc., advertising all-expense bus trips to Chicago World's Fair, accounts handled by Chicago offices; Capitol Milling Co., Los Angeles, three half hours weekly in Spanish, through Germo Advertising Agency, Los Angeles, and Spanish Broadcasting System (Gustavo F. Moran), Los Angeles radio broker.

KFAC, Los Angeles, has signed Sheetz Candy Co., Pacific coast chain stores, three times weekly, 3 months; also Los Angeles office of California Teachers Association, 15 minutes nightly, with educators talking against cuts in school budgets, 52 weeks.

WRVA, Richmond, Va., reports the following accounts: (all spot announcements) Kerr Glass Mfg. Co., San Springs, Okla. (glass jars) twice weekly, 13 weeks through Rogers-Gano Advertising Agency, Tulsa, Okla.; James River Oil Co. (Richmond motor oil) daily until cancelled, through Chares E. Ivey, Richmond; Stanco, Inc., New York (cosmetics) three times daily except Saturday and Sunday, 13 weeks, through SHB; Standard Oil Co. of N. J. Richmond branch, daily except Sunday for one week, through Charles E. Ivey, Richmond; Reo Motor Car Co., Lansing, Mich., twice daily except Sunday for week and a half through SHB.

WSPD, Toledo, O., reports the following accounts: (all spot announcements) Scientific Laboratories, San Francisco (Re-Duc-Oids) five weekly, 13 weeks, through Bob Roberts and Associates, San Francisco; White Star Refining Co., Detroit (gas and oil) six daily for three days, through Batten, Barton, Durstine & Osborn; Greyhound Bus Lines, Cleveland, one daily for four days, through Beaumont & Hohman.

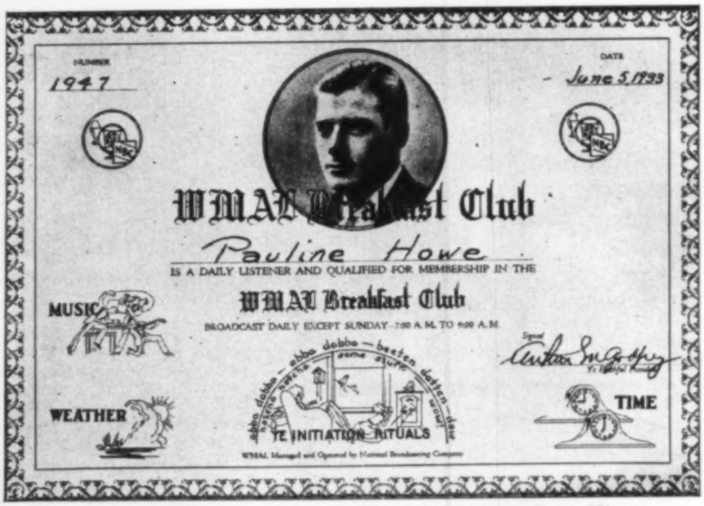
LANGENDORF-UNITED BAKERIES, San Francisco, on June 5 renewed for another six months the daily "Langendorf Pictorial," news dramatization period which Rush Hughes creates and delivers on KGO, San Francisco, and KFI, Los Angeles. J. Walter Thompson Co., San Francisco, handles account.

WBBM, Chicago reports the following accounts: Scientific Laboratories, Wheaton, Ill., (motor gas savers) three-a-week 15-minute evening programs for indefinite period, through Redpath, Chicago; Detroit & Cleveland Navigation Co., Detroit (excursions) quarter-hour evening period twice weekly from June 20, 13 weeks, through J. F. Walsh Advertising Agency, Detroit; C. A. Zoe Venetian, Chicago (shoe creme) one-minute announcements daily, May 25 through July, through C. Wendell Muench, Chicago; Dr. W. T. Bobo Co., Chicago (laxative) three-a-week 15-minute program for indefinite period, through Guenther-Bradford, Chicago; Golden Peacock, Inc., Paris, Tenn. (cosmetics) two nights weekly, 15 minutes, for indefinite period, through Ruthrauff & Ryan, Chicago.

BEAUTIFORM LABORATORIES, Fort Worth (Beautiform External Reducing Cream) is sponsoring 5-minute transcriptions daily for 312 days on the following stations of Southwest Broadcasting System: KTAT, KOMA, WACO, KNOW, KTSA and WRR.

KYW, Chicago, reports signing the Grossman Shoe Co., Chicago, with quarter-hour dance lesson by James Weckler Monday nights for 13 weeks; handled direct.

KFVD, Culver City, Cal., has signed Graygone Laboratories, Chicago (hair preparations) for daily 15-minute transcription, 6 months; handled direct.



NUMBER 1947

DATE June 5, 1933

WMAL Breakfast Club

Pauline Howe

IS A DAILY LISTENER AND QUALIFIED FOR MEMBERSHIP IN THE

WMAL Breakfast Club

BROADCAST DAILY EXCEPT SUNDAY—7:00 A.M. TO 9:00 A.M.

Signed Arthur Godfrey

WMAL Managed and Operated by National Broadcasting Company

MUSIC
WEATHER
TIME
YE INITIATION RITUALS
NBC
NBC

"Breakfast Club" Certificates Help WMAL Sign Spot Clients

TWENTY-FIVE local clients buying a total of 70 or more announcements weekly on the "Breakfast Club" period of WMAL, Washington, have brought to that station $20,000 a year in new business, according to Vincent F. Callahan, sales manager. The name of the period was borrowed from another station which had also used the idea successfully for the daily except Sunday morning period from 7 to 9 a.m.

An innovation introduced by WMAL was its membership certificates, pictured above. Expecting only occasional requests, the station had only 1,000 of them printed. Within two weeks there was a demand for 2,000, and 75 to 100 applications are still being received daily. As the demand for the certificates grew, the sale of spot announcements in the program increased more than 100 per cent.

Arthur Godfrey, ace WMAL announcer, handles the program in fast-moving, intimate style. He serves as president of the club, greeting the new members by name each morning. Program consists of recordings, correct time, weather, temperature, etc. The periodical time announcements are particularly well-received by the Washington audience, which is largely composed of government and office workers who must be at their jobs at 9 a.m.

WLS, Chicago, reports the following accounts: Thomson & Taylor, Chicago (root beer extract) twice-daily weather reports for six weeks from June 12 and two 15-minute periods in the Saturday Night Barn Dance, through Mason Warner, Chicago; Pictorial Review, Chicago, is continuing its three-a-week 15-minute early morning programs, through E. H. Brown, Chicago; Franco-American Hygienic Co., Chicago (cosmetics) 15 minutes Friday afternoons for seven weeks and one quarter-hour period of the Saturday Barn Dance, for indefinite period, through Mason Warner, Chicago.

WMAQ, Chicago, reports the following accounts: Borden Ice Cream Co., renewal of "Mr. Twister"; 26 weeks, through Aubrey & Moore, Chicago; Hastings Mfg. Co., Hastings, Mich. (piston rings) 15-minute program Sunday nights for indefinite period, through Van Auken-Ragland, Inc., Chicago; Sampson Electric Co., Chicago (Norge refrigerator distributors) three time signals daily for indefinite period; Bauer & Black, Chicago (Blue Jay corn plasters) renewal of three-a-week 15-minute morning programs, 52 weeks, through Needham, Louis & Brorby, Chicago.

MORTON SALT Co., Chicago, has signed contracts with WLS, Chicago for the sponsorship of twice daily weather announcements for 13 weeks, effective Oct. 22, and a quarter-hour period of the Saturday Night Barn Dance each week for the same period. Account is handled by W. A. Wade Agency, Chicago.

WENR, Chicago, reports renewal of Shell Petroleum Co., St. Louis, time signals daily, through July; handled direct.

KDKA, Pittsburgh, reports signing Clover Farm Stores, Pittsburgh, for weekly 15-minute transcription program; handled by A. T. Sears & Son, Chicago.

RESORT ASSOCIATION of America, New York, (camps and hotels) on June 9 started "The Vacationeers" with orchestra led by Allan Small over WEAF only, Fridays, 7:30-7:45 p.m., EDST. Diener and Dorskind, Inc., New York, handles account.

WGN, Chicago, has signed Minit-Rub Co., St. Louis, as sponsor of John Harrington's sports news for 15 minutes daily at 6:30 p.m. for indefinite period; account handled by Neisser-Meyerhoff, Chicago.

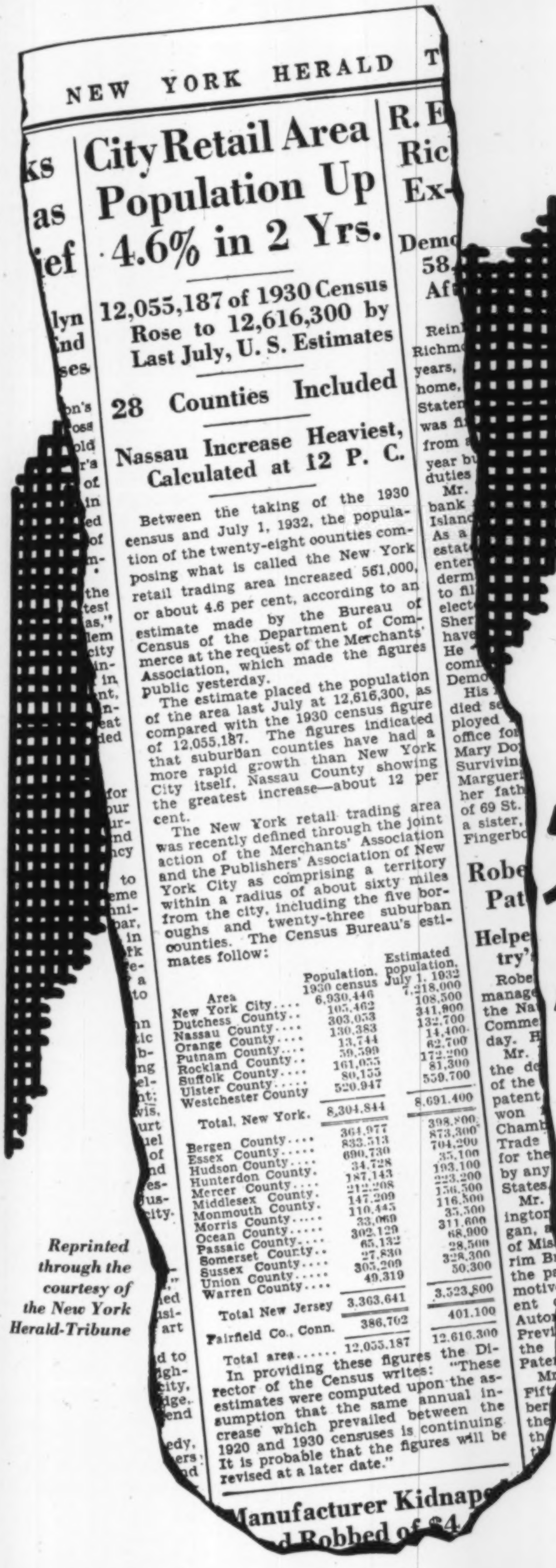
AN ORGANIZATION of Italian business houses in San Francisco is sponsoring "Souvenirs of Italy" on KYA once weekly for an indefinite period. The program, featuring Italian music and artists, is produced by Eugene Mancini.

KFWB, Hollywood, reports new accounts as follows: Pacific Steamship Co., Los Angeles, coastwise ships and cruise to Ensenada, 5 months with daily programs and announcements, handled direct; O'Keefe and Merritt, Los Angeles, manufacturers of stoves, refrigerators and heaters, new French historical series weekly, through Emil Brisacher and staff; Southern California Kelvinator distributors, three months with weekly travel series called "The Wanderer," through Hammel agency, Los Angeles.

WHBF, Rock Island, Ill., reports the following new accounts: Ford Motor Co., Detroit, time signals through local dealers; Knox Mortuary, Rock Island, 52 15-minute transcriptions, "Beauty That Endures", through the Wessel Co., Chicago; Davenport (Iowa) Retail Merchants Ass'n, weekly 15-minute musical programs, direct.

KFYR, Bismarck, N. D., reports signing Thomson & Taylor, Chicago (root beer extract) for 42 announcements starting June 5; handled by Mason Warner and SHB, Chicago.

WTAM, Cleveland, has signed McLaughlin, Gormley, King Co., Minneapolis (insecticide) for announcements for an indefinite period; handled by Campbell-Mithun, Minneapolis.



NEW YORK HERALD T

City Retail Area Population Up 4.6% in 2 Yrs.

12,055,187 of 1930 Census Rose to 12,616,300 by Last July, U. S. Estimates

28 Counties Included

Nassau Increase Heaviest, Calculated at 12 P. C.

Between the taking of the 1930
census and July 1, 1932, the popula-
tion of the twenty-eight counties com-
posing what is called the New York
retail trading area increased 561,000,
or about 4.6 per cent, according to an
estimate made by the Bureau of
Census of the Department of Com-
merce at the request of the Merchants'
Association, which made the figures
public yesterday.

The estimate placed the population
of the area last July at 12,616,300, as
compared with the 1930 census figure
of 12,055,187. The figures indicated
that suburban counties have had a
more rapid growth than New York
City itself, Nassau County showing
the greatest increase—about 12 per
cent.

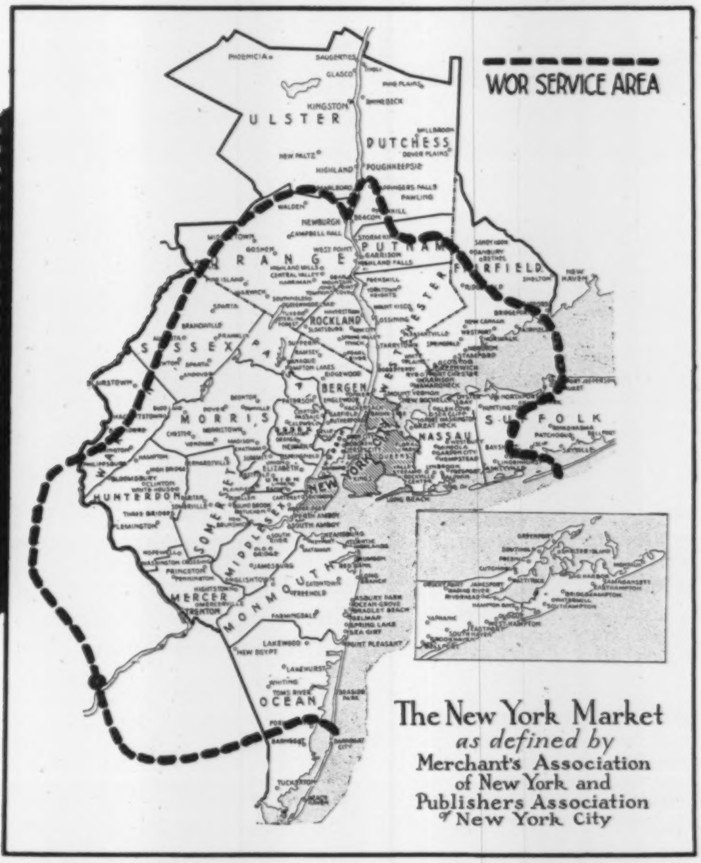
The New York retail trading area
was recently defined through the joint
action of the Merchants' Association
and the Publishers' Association of New
York City as comprising a territory
within a radius of about sixty miles
from the city, including the five bor-
oughs and twenty-three suburban
counties. The Census Bureau's esti-
mates follow:

Area	Population, 1930 census	Estimated population, July 1, 1932
New York City....	6,930,446	7,218,000
Dutchess County..	105,462	108,500
Nassau County....	303,053	341,900
Orange County....	130,383	132,700
Putnam County....	13,744	14,400
Rockland County..	59,599	62,700
Suffolk County....	161,055	172,200
Ulster County.....	80,155	81,300
Westchester County	520,947	559,700
Total, New York.	8,304,844	8,691,400
Bergen County....	364,977	398,800
Essex County.....	833,513	873,300
Hudson County....	690,730	704,200
Hunterdon County.	34,728	35,100
Mercer County....	187,143	193,100
Middlesex County.	212,208	223,200
Monmouth County.	147,209	156,500
Morris County.....	110,445	116,500
Ocean County.....	33,069	35,300
Passaic County....	302,129	311,600
Somerset County..	65,132	68,900
Sussex County....	27,830	28,500
Union County.....	305,209	328,300
Warren County....	49,319	50,300
Total New Jersey	3,363,641	3,523,800
Fairfield Co., Conn.	386,702	401,100
Total area......	12,055,187	12,616,300

In providing these figures the Di-
rector of the Census writes: "These
estimates were computed upon the as-
sumption that the same annual in-
crease which prevailed between the
1920 and 1930 censuses is continuing.
It is probable that the figures will be
revised at a later date."

Manufacturer Kidnap
d Robbed of $4

Reprinted through the courtesy of the New York Herald-Tribune



The New York Market
as defined by
Merchant's Association
of New York and
Publishers Association
of New York City

561,000 new prospects for WOR Advertisers

IN THE last two years—since the Federal Census—over half a million buyers have been added to the New York Retail Trading Area! Based on a population increase of 4.6% as indicated by the Bureau of Census, the population of the WOR Service Area now reaches the huge total of 13,634,543.

Note on the map how thoroughly WOR covers the great New York Metropolitan market! The WOR Service Area as shown by this map is based on a Field Intensity Survey made by Edgar Felix, M., I. R. E. That WOR is effectively covering this "world's greatest market" FROM A SALES INFLUENCE ANGLE as well as from a signal strength angle, is being confirmed daily by the gratifying mail response and over-the-counter sales of WOR advertisers. May we send you facts?

WOR

America's Leading Independent Station Serving Greater New Jersey and New York Metropolitan Area

BAMBERGER BROADCASTING SERVICE, INC.
NEWARK, NEW JERSEY
New York Business Office: 1440 Broadway
Chicago Office: Wm. G. Rambeau, 360 N. Michigan Avenue
Boston Office: James F. Fay, Statler Bldg.

Col. Howe is Defended On Broadcast Contract

CRITICS of Col. Louis McHenry Howe's sponsored broadcasts over 41 NBC-WEAF stations on Sunday nights were answered in the U. S. Senate with the assertion of Senator Robinson of Arkansas, the Democratic floor leader, that it was Col. Howe's own business and that many Senators themselves accept fees for speaking engagements. It was brought out that Lord & Thomas, the RCA agency, was paying $1,500 a week for the 13-week series, of which Col. Howe's share is $900. Col. Howe is interviewed by Walter Trumbull, of the North American Newspaper Alliance. The series is jointly sponsored by RCA Victor, RCA Radiotron and Cunningham Tube.

It was apparent that the criticism of Col. Howe was directed more against his "treading on" a controversial subject during his first broadcast June 4 than against his acceptance of a fee for his services. His second broadcast June 11 on the subject of federal loans for the small home-owner was acclaimed far and wide for its instructive character.

APPOINTMENT of George H. Hill as an examiner, succeeding Elmer W. Pratt, resigned, was announced by the Radio Commission June 2. Mr. Hill has been on the Commission's legal staff since November, 1931.

NETWORK ACCOUNTS

HORLICK'S MALTED MILK Co., Racine, Wis., on June 20 starts "Adventures in Health," dramatic sketch with Dr. Bundeson, over NBC network comprising WJZ, WBZ, WBZA, WBAL, WHAM, KDKA, WLS, WREN, KOIL, KSO, Tuesdays and Fridays, 8:30-8:45 p.m., EDST, with WGAR, WLW and CKGW added Tuesdays only and KWK Fridays only. Same show will also be staged 11:45-12 p.m., EDST, same days, for KGO, KFI, KGW, KOMO, KHQ, KOA and KDYL. There will be no Friday programs July 28, Aug. 4, 11, 18 and 25. Lord & Thomas, Chicago, handles account.

CRAZY WATER HOTEL Co., Mineral Wells, Tex. (Crazy Water Crystals) on June 7 started Gene Arnold, the Commodores and quartet on 18 NBC-WEAF stations, Sundays, 2-2:15 p.m., EDST, and Wednesdays and Fridays, 12 noon-12:15 p.m. On June 5 same sponsor started same program on a 14-station NBC-WEAF network, Mondays and Thursdays, 12 noon-12:15 p.m., EDST. Gowan & Dengler, Inc., New York, handles account.

R. L. WATKINS Co., New York (Dr. Lyons toothpowder) on July 2 renews "Manhattan Merry-Go-Round," directed by Gene Rodemich, with Jean Sargent, David Percy and Men About Town, over 23 NBC-WEAF stations, Sundays, 9-9:30 p.m., EDST. Blackett-Sample-Hummert, Inc., New York, handles account.

NORTHAM WARREN Corp., New York (Cutex) on June 23 starts Phil Harris and orchestra with Leah Ray, soloist, over 28 NBC-WJZ stations, Fridays, 9-9:30 p.m., EDST. J. Walter Thompson Co., Chicago, handles account.

It's shrewd to buy WSM—but you don't have to be shrewd to do it. We have just one rate card, and it goes for *everybody.*

Exclusive National Representatives
EDWARD PETRY AND COMPANY
NEW YORK CHICAGO SAN FRANCISCO

Cleared Channel Unlimited Time
WSM
NBC Affiliate 50,000 WATTS 650 Kilocycles

Owned and Operated by
THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY, INC.
NASHVILLE, TENNESSEE

CAMPAGNA Corp., Batavia, Ill. (Italian Balm) on June 30 starts the "First Nighter," dramatic sketches of theater first nights, on the following NBC stations to Sept. 22: WJZ, WBAL, WBZ, WBZA, WHAM, KDKA, WGAR, WJR, WCKY, WENR, KWK, WREN, KOIL; and the following from Sept. 29 to April 27, 1934; WEAF, WEEI, WTIC, WJAR, WTAG, WCSH, WFI, WLIT, WFBR, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WSAI, WMAQ, WCFL, KSD, WOC, WHO, WOW, WDAF; and the following from June 30 through April 27: WTMJ, KSTP, WEBC, WSM, WSB, WAPI, WSMB, WKY, WFAA, KPRC, WOAI, KTBS, KOA, KDYL, KGO, KFI, KGW, KOMO, KHQ. Program is to be heard Fridays, 10-10:30 p.m., EDST. McCann-Erickson, Inc., Chicago, handles account.

C. F. MUELLER Co., Jersey City, N. J. (macaroni and spaghetti) on June 14 started "Bill & Ginger," harmony team over 8 CBS stations, keyed from WCAU, Mondays, Wednesdays and Fridays, 10:15-10:30 a.m., EDST. E. W. Hellwig Co., New York, handles account. CBS reports the following changes: General Baking Co. on June 11 added WMAS, Springfield, Mass.; Sterling Products, Inc., on June 1 changed schedule to Mondays, Tuesdays and Wednesdays, 8:45-9 p.m.; Gulf Refining Co. has renewed Irvin S. Cobb, Wednesdays and Fridays, 9-9:15 p.m.; La Palina on June 5 shifted Kate Smith to Mondays, Tuesdays and Wednesdays, 8:30-9 p.m.

KRAFT PHENIX Cheese Corp., Chicago, on June 26 starts Paul Whiteman and orchestra over WEAF, WTIC, WTAG, WJAR, WEEI and WCSH, Mondays, 9:30-10:30 p.m., EDST with initial program on June 26 over WEAF two hours from 9:30-11:30 p.m. with Al Jolson. J. Walter Thompson Co., New York, handles account.

BOURJOIS, Inc., New York (cosmetics) on June 19 renews Nat Shilkret's orchestra on 18 CBS stations, Mondays, 9:30-9:45 p.m., EDST. On June 22 it also renews its "Barbara Gould" programs on 13 CBS stations, Thursdays, 10:45-11 a.m., EDST. Redfield Coupe, Inc., New York, handles account.

HEALTH PRODUCTS Corp., Newark, N. J. (Feenamint) on June 26 starts "Potash and Perlmutter" over an NBC-WJZ network, Mondays, Wednesdays and Fridays, 8:30-9 p.m., EDST. McCann-Erickson, Inc., New York, handles account.

HOUSEHOLD FINANCE Corp., Chicago, on June 13 began "Happiness House", dramatic series, over 21 CBS stations, Tuesdays, 11:30-11:45 a.m., EDST.

GENERAL MILLS, Minneapolis, on July 8 extends its "Skippy" programs on CBS three weeks, daily except Sundays, 5:30-5:45 p.m., EDST, with rebroadcast at 6:30-6:45 p.m.

STANDARD OIL Co. of California on June 18 begins a series of one hour variety programs, for 52 weeks, over the NBC-KGO network, continuing also the standard symphony broadcasts, and the Standard School of the Air, which is currently off but returns in the fall. "Standard on Parade," the variety show, will have Meredith Willson's orchestra and other talent as yet unselected. The same company has also contracted for time signals of 18 Pacific Coast stations, 13 of them Don Lee-CBS outlets and the remainder NBC. J. Walter Thompson Co., San Francisco, handles account.

THE OVALTINE Co., Chicago (health drink) on July drops its production on the NBC-KGO network of the serial "Little Orphan Annie", returning it Sept. 24. The sponsor, in all probability, will import from San Francisco the local show's producer, Max Waizman, and its child star, Floy Margaret Hughes for use in the Chicago production.

SEARS-ROEBUCK Co., Los Angeles, has taken four morning programs on KHJ and the Don Lee-CBS network for "Mary Sears and Her Friendly Garden" to run through the summer. J. Walter Thompson Co., Los Angeles, handles account.

GLOBE LABORATORIES, Fort Worth, (Animal Serums, Aggressins, Biologics, Disinfectants, and Insecticides) is sponsoring 30-minute program Friday evenings on Southwest Broadcasting Network, using Milton Brown and His Globe Trotters in the Globe Barn Dance. Contract is for 52 weeks.

AGENCIES AND REPRESENTATIVES

F. W. FITCH Co., Des Moines (Fitch's Shampoo) has appointed L. W. Ramsey Co., Davenport, Ia., to handle its advertising. Gail Fitch is advertising manager of the company.

ALABAMA-GEORGIA SYRUP Co., Montgomery, Ala., has appointed the Fitzgerald Advertising Agency, New Orleans and Atlanta, to handle the advertising of its Alaga Syrup.

COCO COD, Inc., Evanston, Ill. (chocolate cod liver oil) has appointed H. W. Kaster & Sons Co., Inc., Chicago, to handle its advertising.

KALAMAZOO STOVE Co., Kalamazoo, Mich., has placed its advertising with Brooke, Smith & French, Inc., Detroit.

CHET MITTENDORF, commercial manager of KFWB, Hollywood, has been appointed radio representative for the Pacific Steamship Co. in Pacific coast states. He will continue his connection with the station.

DONALD W. CORNELL, formerly radio director of the Paul Cornell Co., New York agency, has opened offices as advertising and sales counsel at 370 Lexington Ave., New York.

REORGANIZATION of Critchfield & Co., Chicago agency, which was liquidated several months ago, is announced by a group of former members of the agency who have established headquarters at 8 So. Michigan Ave., Chicago. Scott S. Smith is president; R. J. Birkle, vice president; R. C. Scrymiger, secretary, and N. W. Smith, treasurer.

Crazy Crystals Using Both Red and Blue Nets

LONG A USER of spot time on stations throughout the country, Crazy Water Hotel Co., Mineral Wells, Tex. (Crazy Water Crystals) on June 5 made its network debut over NBC with a six-times weekly program featuring Gene Arnold as master of ceremonies and narrator, the Commodores and other musical features. Both NBC-WEAF and NBC-WJZ networks are used, the time being split between the two.

The WJZ hookup started June 5 for Monday and Thursday noons, 12-12:15 p.m., EDST., and links WJZ, WBAL, WMAL, WSYR, WHAM, KDKA, WGAR, WJR, WCKY, WENR, KWCR, KSO, KWK and WREN. The WEAF hookup started June 7, the Sunday programs to be heard 2-2:15 p.m., EDST, and the Wednesday and Friday programs, 12 noon-12:15 p.m., EDST. The network embraces WEAF, WEEI, WJAR, WTAG, WCSH, WLIT, WFBR, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WSAI, KSD, WOW, WDAF, with WMAQ added June 11. Stations WLIT, KSD and WOW will not take the program Sundays.

Cowan & Dengler, Inc., New York agency, handles the account.

TRUTH:

Exaggerated claims as to results secured by Rice Motors, Inc., in a recent sale of Auburn 8's have been made by a station *near* Cincinnati. The facts are these: Rice Motors, Inc. advertised throughout the duration of the sale—four weeks—over Radio Station WKRC. During the second week a second station was used in addition to WKRC, but this station was immediately dropped because the sponsor found that the *real results were coming from* Station WKRC. Those who know the facts about radio coverage well know that WKRC, the Columbia outlet in Cincinnati, is without competition for popularity in this market.

New York and Chicago Sales Representatives: RADIO SALES INC.

WKRC

An Evening Schedule of More than 70% Columbia Programs

CKLW

(formerly CKOK)

leads all Detroit Stations in Number of local sponsors!

Local merchants and manufacturers in the Detroit area select CKLW—because they know *from personal knowledge* that it brings results. They like its Columbia chain features—with its amazing array of talent. They watch for, and enjoy, local features like "Tarzan" and others of outstanding merit. Above all, they know that CKLW's 540 kilocycle frequency—at the end of the dial—gives them a tremendous extra measure of coverage! The first-hand judgment of local advertisers is a sound guide for the spot broadcaster. CKLW offers the biggest dollar-for-dollar value in the Middle-West!

CKLW

INTERNATIONAL
CLEARED CHANNEL
5000 Watts — 540 K.C.
555.6 Meters
Columbia Basic Network
Union Guardian Building,
Detroit, Michigan
Guaranty Trust Building,
Windsor, Ontario

Guider Made Chairman Of Bar Radio Committee

Mr. Guider

JOHN W. GUIDER, Washington radio attorney, has been named chairman of the committee on communications (which includes broadcasting) of the American Bar Association, succeeding Louis G. Caldwell, who has been appointed chairman of the newly formed committee on administrative law having to do with non-judicial tribunals of the government. The Caldwell assignment is regarded as particularly important in view of the impending reorganization of governmental agencies.

Mr. Caldwell

Mr. Guider has been vice chairman of the communications committee under Mr. Caldwell, who has headed the committee since 1928. He expects to have his report ready about Aug. 1 for consideration at the annual convention of the association in Grand Rapids, Mich., Aug. 30-Sept. 1. Other members of his committee are Bethuel M. Webster, Jr., New York; John C. Kendall, Portland, Ore.; Calvin W. Rawlings, Salt Lake City, and Walter A. Lybrand, Oklahoma City.

PROSPECTS

ADVERTISERS that have previously used radio and that are making up lists during August and the ensuing months are reported by McKittrick's Directory as follows: Jell-Well Dessert Co., Los Angeles; Citrus Products Co., Chicago (beverages and ice cream flavors); Pulverized Manure Co., Chicago (fertilizer); Caterpillar Tractor Co., Peoria, Ill.; May Seed & Nursery Co., Shenandoah, Ia.; Ferry Seed Co., Boston; John K. Alexander, E. Bridgewater, Mass. (bulbs, flowers, hardy stock); Florence Stove Co., Gardner, Mass.; Regal Shoe Co., Whitman, Mass.; Battle Creek Food Co., Battle Creek, Mich.; Goldban Pharmacal Co., Camden, N. J. (cough remedy); Long Island Duck Growers Cooperative Ass'n, Eastport, N. Y.; B. T. Babbitt, Inc., New York (Bab-O porcelain and enamel cleanser); Cereal Soaps, Inc., New York (Derbac Shampoo); Comet Rice Co., New York; Maltine Mfg. Co., New York (Maltine with cod liver oil); Life Savers, Inc., Port Chester, N. Y. (candy drops); Conard-Pyle Co., West Grove, Pa. (nursery products); Albers Bros. Milling Co., Seattle, Wash.(flour, feeds, grains, etc.); Washington Boxed Apple Bureau, Seattle, Wash.

AMERICAN MUSHROOM INDUSTRIES, Ltd., 505 Dupont St., Toronto, Ont. (mushroom spawn and services) makes up lists during July, including radio. D. W. Losee, president, is in charge of advertising. Annual appropriation is $20,000. U. S. account is handled by Flagler Advertising, Inc., Buffalo, N. Y., and Canadian agency is J. J. Gibbons, Ltd., Toronto.

EVER-DRY LABORATORIES, Inc., Los Angeles (liquid deodorant) will use radio with other media, and has appointed the Waters Merchandising Corp., New York, as eastern sales and marketing representatives.

PABST PATHOLOGICAL LABORATORY, Berkeley, Cal., will use radio with newspapers in a northern California campaign to be handled by Tomaschke-Elliott, Inc., Oakland agency.

PORTER-SCARPELLI MACARONI Co., Portland, Ore., has appointed MacWilkins & Cole, Portland agency, to handle its advertising, which includes a radio campaign.

STUDIO NOTES

WMCA New York, celebrated its acquisition of full-time status June 7 with a gala program in which Gov. Lehman, Mary Lewis, Charles Hackett, Merle Alcock, Reinald Werrenrath, Joseph Pasternack's orchestra and other notables in public life and radio participated. Under a recent court order confirming the Radio Commission's grant, WMCA and WPCH, both owned by Donald Flamm and associates, secured full time on 570 kc., while WNYC, owned by the City of New York, was shifted to 810 kc. in lieu of its previous time division with WMCA.

TO ACQUAINT the public with facts about modern plumbing and the service rendered by licensed master plumbers, the Cincinnati Master Plumbers Ass'n has begun a series of programs over WCKY, Covington, Ky. Five-minute talks are made by "the Master Plumber" on two mornings weekly. A 15-minute musical program is presented Sunday afternoons. The theme is "Singing in the Bathtub."

FORD DEALERS of St. Paul and Duluth have arranged a special hookup of KSTP and WEBC titled "Fords on Parade" and featuring famous bands and the Ford male quartet. During the broadcasts Ford dealers parade the streets of the two cities so that listeners can see the advertised cars from their own front doors while the program is on the air.

SEEKING the latest information on listening tastes in Indiana, WLS, Chicago, sent two scouts into the state during the week of June 5 to "take the pulse of the listening public." G. A. Holt, circulation manager of the PRAIRIE FARMER, and Harry Steele, publicity director and news commentator of WLS, stopped at farm houses and city homes asking listeners what WLS features they enjoyed most and what type of entertainment they preferred generally.

A SCHOLARSHIP in radio at Western Reserve University or Cleveland College is the first prize offered in a radio play-writing contest just started by Western Reserve in cooperation with WHK, Cleveland. The winner will have the choice of taking a course in radio play production or radio writing, both of which are taught by William A. D. Millson in the WHK studios.

WCFL, Chicago, sidetracked twelve commercial accounts in order to broadcast an uninterrupted description of the parade which preceded the opening of the Century of Progress Exposition. The excellence of the broadcast from a technical point of view was credited to Maynard Marquardt, chief of WCFL technical staff, who conducted experiments previously in the use of the ultra-short wave transmitter.

DURING its day on the NBC Southeastern Revue, WSUN, St. Petersburg, Fla., scored what it calls a "scoop" in broadcasting several scenes from "Chloe," a film being made on location in a suburb of St. Petersburg by a Hollywood company headed by Marshall Nielan, directing Olive Borden, Molly O'Dea and others.

"STOVE POKER Philosophy" titles a sponsored series over KTM, Los Angeles, staged six nights weekly by Fred Forrest, local stove dealer, who does the philosophizing himself.

Summer business on WIL is better than ever. Low summer rates are now in effect. Concentrated coverage—low rates—assured results. You cannot adequately cover Greater St. Louis without using WIL.

■

WIL

ST. LOUIS, MO.

Radio In Food and Drugs Act

(*Continued from page 7*)

tising policy. The advertiser then may go to a competitive station in the same town, which has no compunctions about the quality of the product, and place it.

Bars Dubious Products

SUCH activity, which is widespread in both radio and periodicals is branded as a form of unfair competition. Under the new law however, the product itself would be debarred, and the less scrupulous competitor would be prevented from accepting the account.

Broadening of the terms of the act to include cosmetics as well as foods and drugs is most significant. When the present law was enacted 27 years ago, cosmetics were virtually unknown. Now they are responsible for what has been called virtually a "billion dollar industry"—that advertises very extensively. Some such concoctions, particularly hair removers, are known to be injurious to health and even dangerous, yet the department can do nothing about checking their sale under the present law.

In the administration of the new law, once it becomes effective, it is likely that manufacturers of well-known food, drug and cosmetic products, will be forced to change their formulae and perhaps the character of their advertising. But it is not thought that the products will be forced off the market, nor their advertising eliminated.

Cooperation Pledged

AS TO THE administration of the act, many large companies, through their trade associations, already have pledged their cooperation in conferences with Assistant Secretary of Agriculture Tugwell and Walter G. Campbell, chief of the Food and Drug Administration. The "self-regulation" method is being emphasized, with the prevailing view that of bringing in Uncle Sam only when recalcitrant parties fail to abide by the edicts of their trade associations, after a "reasonable" period of time.

In 27 years of experience under the present law, the government has found that enforcement by educational means rather than punitive action has been about 85 per cent successful. In other words, only about 15 per cent of all cases ever have arrived at the prosecution stage and resulted in the seizure of the product involved.

Protection to Public

THE PROPOSED new law would give a higher degree of protection to the public in their purchase of these commodities. Tobacco and tobacco products are not subject to the regulation under the bill as drafted.

In one quarter, the view was expressed that the legislation will redound to the benefit of the public and advertising medium alike in the long run. In the case of radio, for example, a listener who has been "gypped" on a product advertised over the station, or who has suffered injury or knows of someone who has suffered from the use of a dangerous product, immediately connects up the station over which he learned of the product with the product itself. It brands that station with an ill-will that can never be redeemed.

Features of Bill

HIGH SPOTS of the bill, as defined by Secretary Wallace in a formal statement, are as follows:

(1) The prevention of false advertising. The need for the control of serious abuses in this field is generally recognized.

(2) The inclusion of cosmetics. Serious injuries have occurred through the sale and use of cosmetic products of a character harmful to the user. The practice of deceptive labeling and advertising of such products should be regulated.

(3) The establishment of tolerances for added poisons in foods. A complete elimination of all poisonous substances from foods may be impossible. Where the presence of poisons is unavoidable, their amounts should be kept so low that by no possibility will the food be harmful to health. The present law contains no provision authorizing the establishment of tolerances for poisons, but imposes upon the Government the obligation of showing affirmatively in every case that a food containing poisonous substances may be harmful to health independent of similar adulterations prevailing extensively in other foods.

(4) Authority for the Secretary, after notice and hearing, to promulgate definitions and standards for foods which will have the force and effect of law. Under the present law such authority extends to the field of canned foods only. Legal food standards like those now existing for official drug products are essential for efficient enforcement operations.

(5) Power to require manufacturers to procure in certain cases Federal permits. This method of regulation will be invoked in those instances only where a menace to health is involved and where adequate protection to the public cannot be effected through the other provisions of the bill.

(6) The control of drug products on the basis of therapeutic claims which are contrary to the general agreement of medical opinion. This removes the burden imposed by the present law of proving not only that such statements are false but that they were made with fraudulent intent on the part of the manufacturer. This has seriously handicapped the department in the extension of adequate protection to the public in the purchase of drugs labeled as treatments for various diseases.

(7) Requirement of informative labels. With one or two minor exceptions the present food and drugs act contains no positive labeling requirement. It merely prohibits false or misleading statements and these prohibitions are to some extent minimized by excepting provisos. A disclosure on the label of sufficient facts to enable intelligent and discriminating buying will operate unquestionably to the advantage of the consumer.

Gets Special Increase

WORC-WEPS, Worcester, Mass., was authorized by the Radio Commission June 9 to install a 3-element directional antenna and to change frequency from 1,200 to 1,280 kc. with an increase in power from 100 to 500 watts, experimentally. The grant was made with the proviso that it will be terminated if interference results to stations on the same or adjacent frequencies.

Nino Martini is Awarded Fifth CBS Radio Medal

FIFTH of those awarded the CBS medal "for distinguished contribution to the radio art" is Nino Martini, young Italian tenor who won such fame on the radio that he has been signed by the Metropolitan Opera. He was presented the medal by Henry A. Bellows, CBS vice president, at a party aboard the S. S. Conte di Savoia June 13. The medal was first awarded in 1929 to Sir John Reith, director general of the BBC, and subsequently to Col. Charles A. Lindbergh, Leopold Stokowski and Amelia Earhart Putnam. Martini in less than a year after his first appearance on the radio became one of its outstanding voices.

Insurance Edict

INSURANCE companies not licensed to do business in Pennsylvania are prohibited from advertising by radio, or otherwise, under a bill passed by the legislature and signed by Governor Pinchot May 24. Insurance advertising over the air must be contingent upon the procurement of a certificate by the station showing that the advertiser is licensed to do business in the state.

REP. RAMSPECK, (D.), Georgia, has been named chairman of the subcommittee on radio of the House Committee on Merchant Marine, Radio and Fisheries, succeeding the late Rep. Briggs, (D.), Texas.

March and April UP *at* KOIL

Up over 1932 records went time used and billed during March and April of this year at KOIL.

Most of this increase was made to regular KOIL broadcasters who *know* that this station gets results.

If you want to reach Omaha and its rich retail trade territory—use KOIL with its 63% listener preference. Write for full details.

Affiliated with NBC's Blue Network

KOIL
OMAHA
THE TEST STATION
"Voice of Barnsdall—
the World's First Refiner"
COMMERCIAL DEPT., • OMAHA, NEB

Keep Step in Pittsburgh With WCAE's Progress

New *Transmitter* Site

1,240,000 Population Within Radius of Ten Miles.

"The evidence," said R. H. Hyde, examiner, in approving WCAE's application to move the transmitter, "indicates that the proposed move would be a constructive step. The new location offers advantages that should result in a more uniform field intensity over the natural service area of the station."

WCAE, INCORPORATED

1220 KILOCYCLES — 1000 WATTS

ACTIONS OF THE

FEDERAL RADIO COMMISSION

MAY 31 TO JUNE 14 INCLUSIVE

Applications . . .

JUNE 2

WPRO, Providence, R. I.—License to cover CP issued 1-31-33 to move transmitter from Cranston to Providence, R. I., and to move studio locally; also special experimental authorization amending 1-MP-B-420 to request change of frequency and power from 1210 kc., 100 w. to 630 kc., 250 w. on experimental basis for six months, install new equipment.

WEHS, Cicero, Ill.—Modification of license to change frequency from 1420 kc. to 1310 kc.

WHFC, Cicero, Ill.—Modification of license to change frequency from 1420 kc. to 1310 kc.

WKBI, Cicero, Ill.—Modification of license to change frequency from 1420 kc. to 1310 kc.

WCLS, Joliet, Ill.—Modification of license to change frequency from 1310 kc. to 1420 kc.

WKBB, Joliet, Ill.—Modification of license to change frequency from 1310 kc. to 1420 kc.

WMT, Waterloo, Ia.—Modification of license to increase power from 500 w. to 500 w. night, 1 kw. to LS; resubmitted without change.

Applications returned: WHAT, Philadelphia—Modification of license to have hours specified in license; WDGY, Minneapolis, Minn.—CP to make changes in equipment and increase power from 1 kw. to 2½ kw.

JUNE 3

NEW, Gary, Ind.—State Investment Co. for CP for a new station at Gary, Indiana, exact site to be determined, 560 kc., 1 kw., night, 1½ kw. day, unlimited time (subject to filing of similar application by North Shore Church, then share with that station; facilities of WJKS in so far as the 560 kc. is concerned).

KNX, Los Angeles—Special experimental authorization to increase power from 25 kw. to 50 kw.

KECA, Los Angeles—CP to change transmitter location to 1000 S. Hope St. (using transmitter now licensed as auxiliary to KFI with certain changes) and increase power from 1 kw. to 1 kw. night, 2½ kw. day, amended to request facilities in terms of quota units of former station KGEF, Los Angeles (now assigned to KFAC).

Applications returned: WEVD, New York—Modification of license to increase power from 500 w. to 1 kw.; WTEL, Philadelphia—Modification of license to change hours of operation from sharing with WHAT to specified hours; WEHC, Charlottesville, Va.—Modification of CP to change authorized location of transmitter; NEW, Herbert LeRoy Coburn, Yakima, Wash.—CP for a new station, 1240 kc., 500 w., unlimited time.

JUNE 7

WCAC, Storrs, Conn.—Modification of license to change name of licensee to Connecticut State College and increase power from 250 w. to 500 w.

WICC, Bridgeport, Conn.—License to cover CP to move transmitter from Easton to Bridgeport.

KWKC, Kansas City, Mo.—Modification of license to increase hours of operation from specified to unlimited time.

WCAJ, Lincoln, Neb.—Modification of license to increase power from 500 w. to 1 kw.

WGES, Chicago—Modification of license to change hours of operation from sharing with WJKS to specified hours, amended to change specified hours.

KFXD, Nampa, Idaho—Consent to involuntary assignment of license to H. L. Peterson.

Applications returned: WARD, Brooklyn, N. Y.—Consent to involuntary assignment of license from U. S. Broadcasting Corp. to Anna Unger; WORK, York, Pa. —Modification of license to increase hours of operation from D to unlimited time with power of 250 w. night and 1 kw. day; NEW, News-Times Publishing Co., El Dorado, Ark.—CP for a new station, 1500 kc., 50 w., D hours of operation.

JUNE 8

WGNY, Chester Township, N. Y.—Modification of license to change hours of operation from specified hours to share equally with WJBI, WFAS and WGBB.

WLWL, New York—Modification of license to increase hours of operation from specified hours to unlimited time.

WMIL, Brooklyn—Modification of CP issued 3-31-33 for change of transmitter location and new equipment to make changes in equipment and increase power from 100 w. to 100 w. night, 250 w. to LS.

KWKH, Shreveport, La.—Consent to voluntary assignment of license to International Broadcasting Corp.

WSOC, Gastonia, N. C.—CP to move transmitter and studio from Gastonia to Charlotte, N. C., and make changes in equipment.

NEW, Hammond, Ind.—John L. Hopkins for CP to use 1360 kc., 1 kw., share time with WGES; requests facilities of WJKS, Gary, Ind., as to hours which will be released by WJKS 6-11-33 when it changes to 560 kc. in accordance with court decision.

NEW, Hilo, Hawaii—Hilo Broadcasting Co., Ltd. for CP filed by Otis Hill to use 1210 kc., 100 w., D amended as to name of applicant and to request eight hours per day.

Applications returned : NEW, Reyburn D. Huffman, Bessmay, Tex.—CP to use 1200 kc., 100 w., D; KECA, Los Angeles—Modification of license for authority to use auxiliary transmitter of KFI as main transmitter of KECA; also authority to install automatic frequency control on KFI's auxiliary transmitter.

JUNE 10

WHN, New York—CP to move transmitter from New York to Astoria, L. I., and install new equipment.

WEVD, New York—Modification of license to increase power from 500 w. to 1 kw., resubmitted without amendment.

WJR, Detroit—CP to install new transmitter (site to be determined) and increase power from 10 kw. to 50 kw.

KMLB, Monroe, La.—CP to move transmitter locally, and change equipment, frequency power and time from 1200 kc., 100 w., unlimited time to 590 kc., 250 w., specified hours, amended as to transmitter location and hours of operation.

KGIR, Butte, Mont.—License to cover CP to make changes in equipment and increase power from 500 w. to 500 w. night, 1 kw. day.

Applications returned: NEW, Edmund A. Laport, Quincy A. Brackett and Frank L. Jordan, Concord, N. H.—CP on 680 kc., 250 w., D; KFOR, Lincoln, Neb. —CP to make changes in equipment.

JUNE 13

NEW, Danbury, Conn.—CP for 1310 kc., 100 w., D, resubmitted.

WGLC, Hudson Falls, N. Y.—Modification of license to increase power from 50 w. night, 100 w. day to 100 w. day and night.

WSB, Atlanta—Modification of 50 kw. CP to extend completion date to 8-14-33.

KTRH, Houston, Tex.—Special experimental authorization to increase power from 500 w. to 1 kw. for term ending 10-1-33.

KGNO, Dodge City, Kans.—License to cover CP to change equipment, frequency from 1210 kc. to 1340 kc., and increase power from 100 w. to 250 w.

WJKS, Gary, Ind.—CP to move transmitter locally (site to be determined), install new transmitter and change power from 1 kw. night, 1¼ kw. day to 1 kw., amended to omit request to move.

Applications returned: WSAR, Fall River, Mass.—License to cover CP for changes in equipment; NEW, Uhrichsville, O.—CP on 1420 kc., 100 w., unlimited time; NEW, Lebanon Broadcasting Corp., Lebanon, Pa.—CP for 50 w. D or limited time, frequency not specified; NEW, P. B. Newman, Sacramento, Cal.—CP for 1490 kc., 5 kw., unlimited time; WLWL, New York—Modification of license to change frequency from 1100 kc. to 810 kc. and hours of operation from specified to unlimited time; WMC, Memphis—Special experimental authorization to increase power from 500 w., 1 kw. LS, to 1 kw. night, experimental 1 kw. LS.

Decisions . . .

MAY 31

WACO, Waco, Tex.—Granted CP to install new transmitter, change frequency from 1240 to 1420 kc., decrease power from 1 kw. to 100 w., and change hours of operation from sharing with KTAT equally to specified hours (8 a.m. to 2 p.m.; 5 to 10:30 P.M., daily, CST; facilities of KGKB).

KGKB, Tyler, Tex.—Granted modification of license to change hours of operation from unlimited to specified.

KTAT, Fort Worth—Granted modification of license to change hours of operation from sharing with WACO equally to unlimited.

KVOO, Tulsa, Okla.—Granted modification of CP to extend completion date to Sept. 17.

WPFB, Hattiesburg, Miss.—Granted authority to remain silent from June 1 to July 1, on account of business conditions.

WBHS, Huntsville, Ala.—Granted extension of special temporary authority to remain silent pending hearing and decision on renewal and assignment of license applications now pending before the Commission, but not later than Dec. 1.

WNBW, Carbondale, Pa.—Granted extension of special temporary authority to remain silent pending decision on application, but not later than Dec. 1.

Set for hearing: WHAM, Rochester, N. Y.—CP to make changes in equipment and increase power from 25 to 50 kw.

KGIZ, Grant City, Mo.—Granted permission to take depositions of nine witnesses before Dorr Eweing, of Grant City, Mo., on June 12.

JUNE 2

WODA, Paterson, N. J., and WAAM, Newark, N. J. —Granted consent to voluntary assignment of license to Wodaam Corp.

KIEJ, Poorman, Alaska—Granted authority to continue operation of point to point telephone station in Alaska for a period of 30 days from June 1.

WGBI, Scranton, Pa.—Granted license covering changes in equipment, 880 kc., 250 w., shares with WQAN.

WEHC, Charlottesville, Va.—Granted modification of CP extending completion date to Aug. 28.

WMBH, Joplin, Mo.—Granted license covering installation of new equipment, 1420 kc., 100 w. night, 250 w. day, specified hours of operation.

WABI, Bangor, Me.—Application for modification of license to increase hours of operation to unlimited, heretofore set for hearing, denied because applicant failed to enter appearance.

KGBX, Springfield, Mo.—Application for CP to change frequency to 1340 kc. and increase operating power to 250 w., heretofore set for hearing, dismissed at request of applicant.

NEW, Kathryn Jones, Florence, Ala. (Ex. Rep. 475) —Granted CP to operate with 100 w. power on 1420 kc., D hours, sustaining Examiner Pratt.

WKAV, Laconia, N. H. (Ex. Rep. 483)—Application for renewal of license to operate on 1310 kc., 100 w., specified hours, denied as in default, sustaining Chief Examiner Yost.

WHOM, Jersey City, N. J.—Granted unlimited time on 1450 kc., facilities of WBMS; hearing set for June 5 cancelled.

JUNE 6

KGEK, Yuma, Colo.—Granted modification of license to change name to Elmer G. Beehler and to change specified hours.

KGFL, Roswell, N. Mex.—Granted license, 1370 kc., 100 w., shares with KICA.

KIEM, Eureka, Cal.—Granted license, 1310 kc., 100 w., D.

WJAC, Johnstown, Pa.—Granted consent to voluntary assignment of license to WJAC, Inc.

Set for hearing: WEXL, Royal Oak, Mich.—CP to make changes in equipment, increasing maximum rated power to 100 w. and increase operating power from 50 to 100 w.; KSO, Des Moines—CP to install new 1 kw. maximum rated power transmitter, move transmitter locally near Des Moines, change frequency from 1370 to 1120 kc. and increase operating power from 100 w. night to 250 w. and 250 w. day to 500 w. (facilities of WIAS); WDEL, Wilmington, Del.—Modification of license to increase night power from 250 to 500 w.; NEW, Erie, Pa.—Application for CP for new broadcasting station at Erie set for hearing because of protest made by WLBW; grant made by Commission on May 9, suspended pending outcome of hearing; KFAC, Los Angeles—Application for modification of license for increased time of operation set for hearing because of protest of KECA; grant made by Commission May 12 suspended pending outcome of hearing.

WBHS, Huntsville, Ala. (Ex. Rep. 472)—Granted renewal of station license and consent to voluntary assignment of license to Radio Station WBHS, Inc., sustaining Examiner Pratt in part.

WODX, Mobile, Ala.—Granted special temporary authority to operate 250 w. for period not to exceed 10 days, pending repair of generator.

WRDO, Augusta, Me.—Granted special authority to reduce hours of operation from unlimited to specified hours.

KFPW, Ft. Smith, Ark.—Granted special authority to reduce hours of operation from unlimited to specified.

JUNE 9

KARK, Little Rock, Ark.—Granted CP to install new transmitter with maximum rated power of 500 w.; station operates on 890 kc., 250 w. unlimited time.

WPTF, Raleigh, N. C.—Granted CP to install new equipment, increase power from 1 to 5 kw., and move transmitter locally to a location to be determined using 50 w. portable for 30 days to make tests.

WFBC, Greenville, S. C.—Granted license covering move from Knoxville, Tenn. to Greenville, S. C., installing new equipment and increasing power; 1200 kc., 100 w. night, 250 w. day, unlimited time.

WLB-WGMS, Minneapolis, Minn.—Granted renewal of license, 1250 kc., 1 kw., specified hours.

WEW, St. Louis—Granted authority to discontinue operation from June 15 to Aug. 1.

WTAR, Norfolk, Va.—Granted authority to reduce power from 500 to 350 w. from May 23 until new rectifier tubes can be obtained.

WORC-WEPS, Worcester, Mass.—Granted authority to change frequency from 1200 to 1280 kc. and to increase power from 100 to 500 w. on an experimental basis.

Set for hearing: WIAS, Ottumwa, Ia.—Renewal of license; WPTF, Raleigh, N. C.—Modification of license to change hours of operation from limited with KPO to unlimited time; WJBK, Detroit—Modification of license to increase hours of operation from specified to unlimited; WIBM, Jackson, Mich.—Modification of license to increase hours of operation from specified to unlimited; NEW, State Investment Co., (Formerly Nelson Bros. Bond & Mortgage Co.), Chicago—Application for CP for new station 560 kc., 1 kw. night and 1¼ kw. LS, unlimited time, transmitter at Lake County, Ind., studio at Gary, Ind., subject to filing similar application by WPCC (facilities of WJKS as far as 560 kc. frequency is concerned).

KGER, Long Beach, Cal.—Modification of license to move main studio to Los Angeles, heretofore set for hearing, dismissed at request of applicant.

NEW, Hager & Hunter, Owatonna, Minn.—CP for new station to operate on 1310 kc. 100 w., D, heretofore set for hearing, dismissed at applicant's request.

XUM

WNAX, Yankton, S. D.—Granted a modified CP to install new transmitter and to increase D power from 1 kw. to 2¼ kw. (facilities of KGFX and KGDA); commencing date July 5 and required date of completion Oct. 5.

KGDA, Mitchell, S. D.—Motion dismissed to reconsider and revoke decision of Commission of Feb. 10, whereby facilities of this station were given to WNAX.

WIBO and WPCC, Chicago—dismissed petition and supplemental petition asking for reconsideration and reopening of Commission's decision Oct. 6, 1931, whereby the facilities of these stations were granted to WKJS, Gary, Ind., on the ground that the Commission is without authority to take such action.

WAPI, Birmingham, Ala. (Ex. Rep. 473)—CP granted to WAPI on Nov. 7, 1931, authorizing an increase in power from 5 kw. to 25 kw. modified so as to permit commencement of construction by June 17, and completion of construction by Dec. 17, sustaining Chief Examiner Yost.

WCOC, Meridian, Miss.—Granted special temporary authority to reduce hours of operation from unlimited to specified.

KGKL, San Angelo, Tex.—Granted special temporary authority to reduce hours of operation from unlimited to specified until July 1.

KGDA, Mitchell, S. D.—Authorized to remain silent pending entry of further order and pending consideration of petition for reconsideration.

JUNE 13

KGIZ, Grant City, Mo.—Granted renewal of license and dismissed application from hearing docket; 1500 kc., 100 w., unlimited time.

KUJ, Walla Walla, Wash.—Granted renewal of license, 1370 kc., 100 w., 6 a.m. to LS; also special authority permitting unlimited time experimentally during next license period.

KGCA, Decorah, Ia.—Granted authority to remain silent from July 15 to July 23 in order to permit personnel to take a vacation.

WHAZ, Troy, N. Y.—Granted authority to remain silent on Monday nights from Aug. 7 to Sept. 4 inclusive.

WGNY, Chester Township, N. Y.—Granted authority to operate from 6 to 9 a.m., EDST, for one week in addition to regular broadcasting schedule to make field intensity survey.

WKFI, Greenville, Miss.—Granted authority to remain silent 90 days to rebuild transmitter.

WAZL, Hazleton, Pa.—Granted special temporary authority to operate a maximum of four hours D only, simultaneously with WILM from July 1 to January 1.

Set for hearing: KROW, Oakland, Cal.—CP to increase hours of operation from sharing with KFWI to unlimited, install present equipment of KFWI and facilities of KFWI requested; also request modification of license to change hours from sharing with KFWI to unlimited; WLWL, New York—Modification of license to increase hours of operation from specified hours to unlimited time; WPRO, Providence, R. I.—Special experimental authority to change frequency from 1210 to 630 kc., increase power from 100 to 250 w. experimentally and install new equipment.

Examiner's Report . . .

WJBY, Gadsden, Ala.—Chief Examiner Yost recommended (Report 485; Dockets 1664 and 1697) that application for renewal of license and for CP to change equipment and move station locally be granted. The renewal is temporary, pending Commission action on other applications from Alabama.

"Radio Sales Meetings"

JOHN H. KNAPP, the vice president and director in charge of National Sales of the Norge (refrigerator) Corp., Detroit, began a series of "radio sales meetings" over KMOX, St. Louis, June 9, at 12:45 p.m. to 1:45 p.m. Following the method used in similar national radio sales meetings, Mr. Knapp will, from a KMOX studio, address the authorized Norge dealers and their salesmen in the Metropolitan St. Louis area and in Eastern Missouri and Southern Illinois, all of whom will be gathered in designated spots to "attend".

Covering Conference

COVERING the World Economic Conference at London, which opened June 12 with the worldwide broadcast by King George, are William Hard for the NBC audience and H. V. Kaltenborn for CBS. They are being heard, along with notables of the conference whom they bring before the microphone, in periodical Transatlantic relays to their respective networks. Assisting Mr. Hard at London are Frederick Bate, NBC London representative, and Dr. Max Jordan, NBC Central European manager.

TRIBUTE is paid the late Judge Stephen B. Davis, who as solicitor of the Department of Commerce was largely responsible for the enactment of the Radio Law of 1927, in an article in the April AIR LAW REVIEW, journal of the American Academy of Air Law and the American Section of the International Committee on Radio. The author is Bethuel M. Webster, Jr., former general counsel of the Radio Commission.

Full Time for WHOM

FULL TIME operation on the 1450 kc. channel was awarded WHOM, Jersey City, by the Radio Commission June 2 through acquisition of the one-fourth time heretofore held by WBMS, Hackensack, N. J. The station previously acquired the time on the channel held by two other New Jersey stations.

Sponsoring of Pacific Grid Games to Continue

SPOKANE, Wash.—The broadcasting of Pacific Coast Conference football games will be continued during the 1933 season, with each conference institution assuming complete control of the sponsorship and distribution of the broadcasts. This was decided at the meeting here June 9-10, at which radio was represented by Lloyd C. Yoder, NBC press relations; Harrison Holliway, KFRC; Ernest Smith, Hearst sports announcer, and Harold Deal, advertising manager, Standard Oil Co., San Francisco.

Sponsorship of the games by commercial concerns will be allowed through arrangements with the host schools. Overlapping broadcasts are to be eliminated as a protection for local games, except by agreement among the colleges and universities affected in any particular instance.

OPERATOR WANTED
Small network station middlewest seeks broadcast transmitter operator. Salary must be reasonable. Box 101, BROADCASTING.

KWKH is Sold Subject To Commission Action

SALE of KWKH, Shreveport, La., by W. K. Henderson to the International Radio Corp. for $50,000 was announced June 5. The deal is subject to Radio Commission approval as a voluntary assignment of license, but litigation involving the station before the Commission makes approval uncertain.

Deletion of KWKH and award of full time on the 850 kc. clear channel to WWL, New Orleans, with which it shares facilities was recommended to the Commission by Examiner E. W. Pratt several weeks ago. Oral arguments on that report were scheduled before the Commission June 14, at which time the projected voluntary assignment also was to be presented.

Henderson's retirement from radio is involved in the transaction. He has been one of radio's stormy petrels and has appeared before the microphone for many years. The International Corp., of which Sam D. Hunter, New Orleans oil man and capitalist, is the chief stockholder, was one of the applicants for KWKH's time at the hearing before the Commission, but later withdrew.

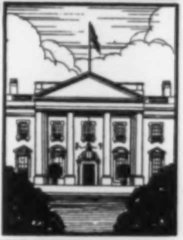
TO ENCOURAGE creative musical talent in Australia, the Australian Broadcasting Commission is conducting a composers contest. The country has been divided into sections. The commission is providing 450 pounds of the prize money, to which will be added all receipts from entrance fees.

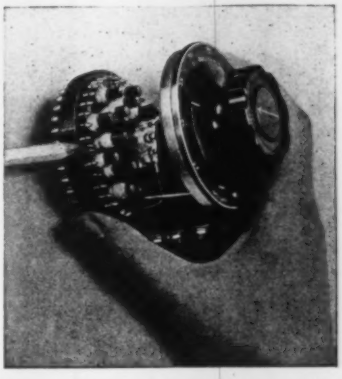
Smart surroundings in WASHINGTON

The pleasure of your visit to Washington will be enhanced by smart surroundings in Hay-Adams House.

This hotel, located near the Federal Radio Commission and business district, offers the best in accommodations. Write or wire NATHAN SINROD, MANAGER, for further information.

HAY-ADAMS HOUSE
Opposite the White House





Announcing
THE IDEAL MIXER CONTROL

TYPE 653
VOLUME CONTROL
Type 653-MA 50 ohms
Type 653-MB 200 ohms
Type 653-MC 500 ohms
All sizes, same price:

$12.50

THIS new General Volume Control is mechanically rugged and free from noise, even in low-impedance dynamic and ribbon-type microphone circuits. Nothing equals it in reliable performance. Note these features:

FEATURES
Large number of steps, no sliding contacts on wire
Linear attenuation up to 45 db
Complete cutoff
GR precision-resistor construction

SEND TODAY FOR THIS MIXER BULLETIN
Ask us to send you Bulletin Ex-3303B which describes many tested mixer circuits for practically any installation.

GENERAL RADIO COMPANY
CAMBRIDGE, MASSACHUSETTS

Cooperation Basis Of Good Reception

Col. Brown Asks Set Makers To Work With Commission

Col. Brown

RESPONSIBILITY for good radio reception rests jointly with the Radio Commission in proper allocation of facilities and with radio manufacturers in the design of receivers possessing proper selectivity, Vice Chairman Thad H. Brown, of the Commission, told the annual convention of the Radio Manufacturers Association in an address in Chicago June 6.

Improper allocation of transmission facilities which do not fit the characteristics of receiving sets can destroy the effectiveness of such sets with consequent inconvenience and expense to the listening public, Col. Brown said. Conversely, he pointed out, receivers which are designed without regard to the allocation plan may evoke severe public criticism.

"In the establishment of the existing allocation of broadcast stations," Col. Brown asserted, "the Commission has given close attention to the progress made in the art by the manufacturers of radio receiving sets. This has been necessary because there is a close relationship between the selectivity of present day receivers and the spacing of stations from the geographical standpoint so as to eliminate interference."

Col. Brown pointed out that the Commission has collected a large amount of data on selectivity of receivers and has attempted to develop what it believes to be a fair average.

"If the selectivity is incorrect and does not reflect a proper average," he continued, "then the Commission invites you to submit an analysis of what the association considers a proper average of selectivity."

WNAX Gets Increase

AN INCREASE in day power from 1 to 2¼ kw. was granted WNAX, Yankton, S. D., by the Radio Commission on June 9. Simultaneously, the Commission dismissed the motion of KGDA, Mitchell, S. D., to reconsider its action of last Feb. 10 when that station was deleted, and its facilities in quota value assigned to WNAX to make possible the power increase.

Program Paper

WHEN local dailies declined to publish radio schedules and news following the A. P. and A. N. P. A. resolutions in April, a weekly program tabloid, carrying complete programs and features, was established in Miami in latter May with the cooperation of local stations. It is known as RADIO-PRESS and is edited by W. B. Smith at 58 N. W. Second St., Miami.

The Other Fellow's Viewpoint...

Not on Wynn Chain

To the Editor of BROADCASTING:

Reference is made to an article appearing in the June 1 issue of BROADCASTING, on page 7, regarding the so-called Amalgamated Broadcasting System headed by Ed Wynn.

In this article it is stated "Other stations which have been announced as outlets for this New York-to-Washington chain are WPEN, Philadelphia; WDEL, Wilmington, WCBM, Baltimore, and WOL, Washington."

You may recall that I previously informed you that WPEN has no contractual relation with this new chain.

WPEN, as my client, has authorized and directed me to state to you again that Mr. Paul F. Harron, the Vice President of the Wm. Penn Broadcasting Company, owners and operators of WPEN, has withdrawn all connections with the Amalgamated Broadcasting Company's project and will have nothing whatsoever to do with the matter.

Furthermore, no member of the WPEN organization is authorized to participate in the Amalgamated enterprise.

Finally, WPEN has no contractual relations whatsoever with the Amalgamated Broadcasting Company, nor have they entered into any agreement at the present time with respect to the programs of the Amalgamated enterprise.

WPEN has notified the Amalgamated Broadcasting Company that time over WPEN may be purchased on the same basis as for any other competitive buyer of time, and in this connection WPEN's wire service to New York may be utilized.

T. A. M. CRAVEN,
Consulting Radio Engineer,
Washington, D. C.

June 5, 1933.

PROFESSIONAL DIRECTORY

JANSKY and BAILEY
Consulting Radio Engineers
Commercial Coverage Surveys
Allocation Engineering
Station and Studio Installations
Engineering Management
National Press Bldg. Wash., D. C.

GLENN D. GILLETT
Consulting Radio Engineer
Synchronization Equipment Design. Field Strength and Station Location Surveys
Antenna Design   Wire Line Problems
National Press Bldg. Washington, D. C.
N. Y. Office: Englewood, N. J.

RADIO RESEARCH CO., Inc.
Broadcast Station Engineering
Instrument Design and Manufacture
9th and Kearny Sts., N. E.
Washington, D. C.

Thanks, Mr. Kynett

To the Editor of BROADCASTING:

In Mr. H. H. Kynett's article in the January 1 issue of BROADCASTING, he stated that radio broadcast advertising expenditures were 12% greater in 1932 than in 1931—despite the depression. Which scores another knockout blow for radio—in more ways than one.

It proves that radio has done more than 'just survive' the depression. It has gained. Twelve per cent in the worst of the depression years.

What does that prove?

That radio is the one advertising medium that is a weather vane to the prospect with purchasing power—to the man and woman with one more nickel to spend, depression or no depression.

Figure it out for yourself.

Almost every family has a radio set nowadays. As long as they have any purchasing power at all, the 'lights' in the house remain 'on' and the radio plays, influencing the purchases in that home.

But, as soon as the 'outgo' reaches the point where they are too poor to afford electric lights in the house, and the radio stops, cross them off your prospect list for they're out of the 'purchasing power' class.

So radio is the weather vane to purchasing power. It reaches only those with more money to spend.

That's why radio has proven its worth in depression years—and gained. It has continued its sales talks long after other media have been forced out—in fact, it has continued—until the lights went out!

THOMAS B. ROBINSON,
John B. Flack Advg. Agency,
Syracuse, N. Y.

June 6, 1933.

A TWO-HOUR show on WEAF will feature Kraft-Phenix Cheese Corporation's inaugural program June 26, 9:30-11:30 p.m., featuring Paul Whiteman and orchestra, to be heard thereafter Sundays, 9:30-10:30 p.m. over WEAF and five New England stations of NBC.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Situations Wanted

Station Manager desires connection with small station. Possesses executive ability, pleasing personality, a few original ideas and lots of ambition. Qualified announcer, continuity writer and licensed operator. Good talker. Hard worker with six years' experience. Box 99, BROADCASTING.

Radio Engineer desires new connection. Last five years chief engineer broadcasting stations. Experienced designer and builder broadcasting and shortwave transmitters meeting modern requirements. Excellent references; qualifications upon request. Address Box 100, BROADCASTING.

Writer of humorous, up-to-date Radio Sketches ready for broadcasting, seeks position or jobs. Write Box 96, BROADCASTING.

"Do-Nut Frolics"

(Continued from page 9)

ner would be complete without a mince pie.

Ordinarily we do not sell very many mince pies. But in a single day before Thanksgiving we sold 3,200 and just before Christmas some 4,000 pies.

Before Hallow'een we emphasized pumpkin pies with the result that the day before Oct. 31 our pumpkin pie sales skyrocketed from 600 to 5,500.

For Valentine's Day we bake special valentine cakes, a huge cherry pie for Washington's birthday and hot cross buns for Good Friday. Incidentally, our 1932 sales of these buns were 26,000 dozen.

Supplemental Advertising

SUPPLEMENTARY to the weekly Do-Nut frolic we have used a few other media. A few years ago we entered a Do-Nut frolic float in the Pasadena Rose Parade and advertised it in our broadcast. As a result, we had to add two new wagon routes in Pasadena.

This gave us the idea of stressing certain towns on some of our programs, and we have since dedicated entire programs to a score or more of towns. These have been well advertised in advance by radio announcements and by newspaper advertising in each town featured.

These suburban frolics have taken on more or less a civic atmosphere with the cooperation of chambers of commerce, the mayors, presidents of service and women's clubs and the like.

We did not make the mistake of cluttering up the broadcasts with long drawn out speeches by these civic leaders. But, of course, we mentioned their names over the air. We keep open house for each program with no tickets or sales tie-in. As many people as possible are crowded in the studio until the SRO sign is hung on the door of the Freeman Lang studios where the shows are staged.

Supplementary to the radio advertising, the firm has used other media from time to time. Billboards and newspaper space have been used. Of course there are signs in our various retail outlets. But we have never seen fit to decorate our wagons with banners calling attention to the broadcasts because it has a decided tendency to cheapen.

We have not gone in very strongly for contests. One of the reasons we haven't done so was because of an early experience. We made the radio announcement that all ladies whose name was Mary would get a pair of coffee cakes delivered to their homes free the next day. By 10 o'clock in the morning the figure was 1700, and thereafter we just lost count.

Radio has served us and served us well. I do not know whether our measure of success would be so great if we entered the field today. Probably it would take a little more concentrated effort and a larger cash outlay.

But through the years the cumulative effort and consecutive radio programs have gradually built up a tremendous volume of business, not only for the lowly doughnut but for our other goods as well.

IF YOUR PRODUCT IS USED BY WOMEN - - CONSIDER THESE FACTS ABOUT

WLS

WLS will be one of the major stations in Chicago not handling baseball broadcasts this summer. Maybe that's another reason for considering the WLS afternoon women's program this summer.

This is a picture of 15,866 jars of home canned fruits, meats and vegetables sent in by women listeners and entered in a canning contest sponsored on WLS by a manufacturer of glass jars.

50,000 Watts • 870 Kilocycles
CLEAR CHANNEL

Advertisers, after all, want results. If your product is used, or its purchase influenced by women, you particularly will be interested in the results WLS has obtained for advertisers with like interests. For example:

Announcements during an afternoon woman's program five times brought 20,083 requests for an Art Needlework Book. One 5-minute broadcast alone brought over 8,000 replies—each with 10c enclosed.

A manufacturer of materials for making hooked rugs received, from 3 announcements on WLS, 4,476 letters from women listeners. Each was a request for a catalog picturing hooked rug designs and indicated a definite interest in the purchase of materials advertised for making such rugs.

A manufacturer of a product for scouring and cleaning kitchen utensils started a schedule of announcements on WLS as well as several other stations. The sales response from WLS was so great that 8 other midwest stations were cancelled and efforts concentrated over WLS.

The women's programs on WLS are conducted by Martha Crane, long identified with this station. She is personally known to thousands of her women listeners through her work on the Editorial Staff of *Prairie Farmer* and the personal contacts gained thereby, as well as through station activities.

The Homemakers' Hour is broadcast on Monday to Friday, inclusive, 2:15 to 2:45 CDST, and limited sponsorship participation is offered for one—two or five minute periods at rate schedules and quantity discounts applying to such periods. A fifteen minute period, preceding Homemakers' is also available Tuesday to Friday, under Miss Crane's supervision. Another period in the morning—9:45 to 10:00 CDST, likewise with Miss Crane's services, is also open on certain days.

In a series of broadcasts sponsored by a manufacturer of a washing machine, Miss Crane had the machine running in the studio while she told listeners of its many features. Five programs resulted in 2,540 women writing the manufacturer for sales literature.

Increased sales, and inquiries at lower cost have been consistently secured from WLS advertising. Detailed information regarding results obtained by our advertisers will gladly be given.

Martha Crane's broadcasts are often based on demonstration of the use of the product advertised. During the 15 week broadcasts of a series of practical talks on home canning, sponsored by a manufacturer of fruit jars, more than 23,000 women listeners wrote Miss Crane for literature and advice on canning.

WLS THE PRAIRIE FARMER STATION • CHICAGO
BURRIDGE D. BUTLER, President GLENN SNYDER, Manager

VELOCITY MICROPHONES

. . . insure greater fidelity

. . . lend more artistry

WCAU, Philadelphia, with the most modern studios in the country, uses Velocity Microphones exclusively.

WMCA, outstanding independent station in New York City, uses Velocity Microphones in their new and modern studios.

MODERN STUDIOS
require
MODERN MICROPHONES

Outstanding stations in rapidly increasing numbers are finding Velocity Microphones the answer. The engineers of these stations have found that the greater fidelity of "the microphone without a diaphragm" insures reproduction of studio programs with a naturalness not otherwise attainable. Moreover, they have convinced themselves that the uniquely favorable directional characteristics of this microphone, by providing greater flexibility in studio setups, have made possible an artistry in program presentation never before realized.

TRANSMITTER SECTION

RCA Victor Co., Inc.

A Radio Corporation of America Subsidiary

CAMDEN, N. J. "RADIO HEADQUARTERS"

New York:
153 East 24th St.

Chicago:
111 N. Canal St.

San Francisco:
235 Montgomery St.

Dallas:
Santa Fe Building

RCA Victor
BROADCAST
EQUIPMENT